



# Welcome to The Costco Connection Online Edition and Newsstand Edition

Digital editions of *The Costco Connection* and other Costco publications are available in the *Online Edition* and in the *Newsstand Edition* available for mobile devices.

The *Online Edition* opens to the current issue, with back issues found under the Back Issue tab and "*The Costco Way*" cookbooks under the Resources tab.

The Newsstand Edition opens to the current issue in a library populated with a mix of back issues and "The Costco Way" cookbooks.

**Reader Survey:** Complete a brief survey and enter a drawing for a Costco Cash card. Our reader survey is open to all *Connection* readers looking to weigh in on our content or on Costco in general; or email your comments anytime directly to *connection@costco.com*.

Advertising information: Media Kit (lite) BPA/ABC

#### Other resources:

- Special Events at Costco locations in your region
- Kirkland Signature™ Wine Connection

  Quarterly updates about the Kirkland Signature family of beer, wine and spirits at Costco
- Costco Beer, Wine and Spirits Locator
   State-by-state look at what types of alcoholic
   beverages are sold at different Costco locations
- Costco Business Centers Locator Including hours of operation and special business-center events



#### **Mobile resources**

Have you downloaded the free *Costco Connection Newsstand Edition*? It's a tablet-friendly way to take *The Connection* with you when on the go, and delivers the current issue as well as access to dozens of back issues and cookbooks. It's available for tablets and smartphones at the Apple and Google Play app stores.

And don't miss the official **Costco App**. This free app is the best way to manage all things Costco: from maps to all Costco locations and online shopping to coupon delivery, photo orders and QR-code scanning. It's available at the Apple and Google Play app stores.

# Stop to Smell the Flowers

Just one tablet provides 24 HOUR RELIEF of: sneezing; runny nose; itchy, watery eyes; itchy throat or nose for BOTH indoor & outdoor allergies\*\*



\*\*Refer to the Drug Facts on the package for Warnings and other important information.

\*This product is not manufactured or distributed by McNeil Consumer Healthcare, distributor of Zyrtec® Tablets. Zyrtec® is a registered trademark of Johnson & Johnson Corporation.

Exclusively from Costco Wholesale WAREHOUSE/COSTCO.COM | AVAILABLE NOW Item #311676

## Think Costco First

# WERFULLY ESTING

Exclusive Costco Member Price



- No account minimum
- Free stock ratings and analyst reports

Visit Costco.com and search: Invest Now

\* For complete information, see Capital One ShareBuilder, Inc. pricing and rates: sharebuilder.com/costco/pricing-pricing-program.aspx

Images are for illustrative purposes only. Any displayed symbols, quotes or charts are not recommendations or advice.

Securities products are offered by Capital One ShareBuilder, Inc., a registered broker-dealer and Member FINRA/SIPC. Capital One ShareBuilder, Inc. is a subsidiary of Capital One, N.A. and is not affiliated with Costco. Costco and ShareBuilder are separate companies with no affiliation or common ownership.

Securities products are: Not FDIC insured • Not bank guaranteed • May lose value

© 2012 ShareBuilder Corporation. Capital One and ShareBuilder are federally registered service marks. All rights reserved.





## Think Costco First

### Switch to Elavon Merchant Credit Card Processing and eliminate as many as NINE fees typically charged by competitors!

- FREE Annual Fee
- FREE Batch Processing Fees
- FREE Annual PCI Compliance Fees
- **FREE** Reporting Fees
- FREE Termination Fees

- FREE Monthly Fees for Gift Cards
- FREE Additional Authorization Fees
- FREE Application Fee

  (for Executive Members only)
- FREE Monthly Statement Fees
  (for Executive Members only)

#### Tired of paying countless fees for credit card processing?

Costco has teamed up with Elavon, one of the largest credit-card processors in the industry, to provide Costco members with exclusive processing rates backed by excellent service.

Plus, enjoy Elavon's low rates. Retail-qualified Visa/MasterCard rates are only 1.38% plus 19¢ per card-swiped transaction.

For a **FREE**, no-obligation analysis to reveal if your current provider charges fees that may be eating up your profits, call Elavon and save money – easily, painlessly, and in less time and hassle than you think!





**Call 1-888-605-2488** now and refer to priority code 83209. Visit Costco.com and search: Merchant.

Service is provided by Elavon, Inc.

\* Visa/MasterCard/Discover service is sponsored through Elavon, Inc. Rates listed are for qualified transactions. A monthly minimum charge applies when qualified transaction fees and per-item charges are less than \$20 per month. Annual interchange or assessment increases by Visa/MasterCard or Discover may affect these rates. Rates and fees may change without notice. Rate and acceptance are subject to underwriting. Call Elavon at 1-888-605-2488 for all terms and conditions. 13EXD412 12/12

## Reward time!







It's February and that means your Annual Cash Back Coupon from American Express is here! **Look for your reward coupon on the last page of your February billing statement.** When you get it, bring it to any Costco before it expires on August 31, 2013, and redeem it for something great! Want to earn more? Continue to use your Card for all your eligible purchases — inside and outside of Costco — and start growing next year's reward.



Not yet a Cardmember? Apply today — call **1-800-AXP-4600**, go online to **costco.com**, or visit a Costco membership counter.





Reward is distributed annually via U.S. Mail in the form of a reward coupon on the last page of your February billing statement, redeemable at any U.S. Costco Warehouse, including Puerto Rico, for merchandise or cash. Requests for cash may be fulfilled in the form of a check at the Costco Warehouse's discretion. Coupon must be redeemed in person prior to its expiration date of August 31st in the year in which it is issued. Additional terms and conditions apply. See Cardmember Agreement for full terms and conditions. The TrueEarnings®/Cash Rebate® Card from Costco and American Express is only available to you if you have a paid Costco Membership in your name. You must maintain your Costco Membership to redeem the Reward. We may cancel your Card Account and participation in this program if you do not maintain your Costco Membership.

©2013 American Express Bank, FSB. All rights reserved. See your Cardmember Agreement for complete terms and conditions. POID AHQB:0001

## Think Costco First





No negotiating. No hassles. Just great savings.



**BOATS** 

NEW AND FACTORY-CERTIFIED PRE-OWNED VEHICLES

POWERSPORTS

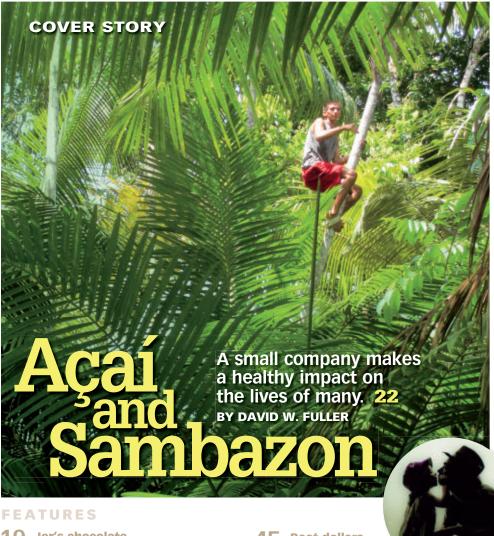


Call 1-800-800-9288

or visit Costco.com and search: EZ2BUY

Costco and its affiliates do not sell automobiles, boats, motorcycles or powersports or negotiate individual transactions. A participation fee has been paid by the participating dealers. All new vehicles arranged for sale are subject to availability and a price prearranged with the participating franchised dealer. Certain vehicles may be excluded from the program. Actual savings may vary based on vehicle purchased, dealer and location. 0213 A0293 CN

A lifestyle magazine for Costco members



19 Jer's chocolate

Chocolate and charity (and sometimes peanut butter) make for a delicious social mix.

**BY EVA SHAW** 

31 Wine Connection

The best of the blends.

BY ANNETTE ALVAREZ-PETERS

35 Calling for backup!

A primer on generators to keep you from getting caught in the dark.

BY ERIK J. MARTIN

**30** Redo the loo

A good bathroom remodel is well worth the investment.

BY KIP KOEHLER

45 Boat dollars and sense

Before purchasing winner a boat, consider what activities you want to pursue.

BY RANDY SCOTT

**Photo Contest** 

48 Photo Contest winners!

39,748 entries. 618 Costco locations. Eight countries. Here are the winners.

Book Pick: A Good American
Alex George explores the ideas
of home and traditions.

BY STEPHANIE E. PONDER

2, 4, 6, 8, how do we resuscitate?

The American Heart Association guidelines for CPR techniques have changed.

**MEMBER SERVICE: 1-800-774-2678** 

BY ALICE SHAPIN

**DEPARTMENTS** 

7 Front End
BY GINNIE ROEGLIN AND
DAVID W. FULLER

9 **Dialogue** Letters from our readers

11 Fresh Views
Brain food for the entrepreneur

13 Consumer Connection
BY DAVID AND AMANDA
HOROWITZ

15 Tech Connection
BY MARC SALTZMAN

16 Informed Debate Is cash on its way out?

28 Creative Cooking:
Book club recipes
Meals inspired by literature.
BY STEPHANIE E. PONDER

55 Arts & Entertainment Book buyers' picks + DVD picks

63 For Your Health
Heart health +
Macular degeneration +
doctor-visit tips

84 Member Connection
Every member has a unique story.

INSIDE COSTCO

69 Costco Travel:
Orlando theme parks
Universal Orlando and Walt
Disney World resorts take
guests to the movies.
BY T. FOSTER JONES

71 Kirkland Signature<sup>™</sup> Rum
This fine spirit is now
appearing on select Costco
shelves. Yo ho ho!
BY ROMAR NICHOLS

78 Buying Smart:
Kirkland Signature oils
High-quality oils for every
cooking need.
BY TRACY SCHNEIDER

76 What's New82 Special Events83 Services Update

## Think Costco First



#### **RV & Boat Loan and Refinance Program**

- ✓ Exclusive, member-only rates
- ✓ No loan processing fee (\$195 value)





ON LOAN AMOUNTS OF \$25,000 - \$149,9991

MUST APPLY BY FEBRUARY 28, 2013 See website for rates below \$25,000.

a \$100 Costco Cash Card and Gold Star and Business Members receive a \$50 Costco Cash Card with each funded loan.\*3

#### **APPLY ONLINE TODAY!**

VISIT COSTCO.COM AND SEARCH: ESSEX OR CALL 1-866-377-3907.



All financing provided through Essex Credit Corporation. Costco does not fund loans or participate in the loan process.

Estimated APR (Annual Percentage Rate). Subject to loan program requirements and credit approval. Certain fees, closing costs and restrictions may apply.

Executive Members receive a \$100 Costco Cash Card and Gold Star and Business Members receive a \$50 Costco Cash Card on each funded RV or boat loan 8 - 10 weeks after the loan is funded.

† Rates and terms may vary with market conditions and are subject to change without notice. Example of an RV or boat loan: A 15 year fixed-rate \$65,000 loan with an APR of 4.39%. This loan has 180 monthly payments of \$493.60 each. APRs noted above are available only for applications submitted by February 28, 2013. APR is valid for 30 days from date of loan approval. The 4.39% APR is available for consumer transactions only on loan amounts \$25,000 - \$149,999. The 3.79% APR is available for consumer transactions on loan amounts \$150,000 or greater. For a refinance transaction, RV must be 2003 model year or new must be 1993 model year. or newer and current loan must be open for a minimum of 6 months. For a purchase transaction, RV must be 2005 model year or newer and boat must be 1993 model year or newer. Maximum loan to value is determined by credit score, model year and is based upon base wholesale value. Maximum loan term may vary based on model year, loan amount, loan type and lender guidelines. Information is accurate as of January 03, 2013. This offer is not available to applicants who use their RV or boat as a principal dwelling (Full-Timer or Live-Aboard), visit website for Full-Timer or Live-Aboard rates and terms. Other rates and terms are available.



Equal Housing Lender, © 2013 Essex Credit Corporation.

13FX0335 01/13

Ginnie Roeglin is Senior Vice

President, E-Commerce and

Publishing, and Publisher of

The Costco Connection.



PUBLISHER Ginnie Roeglin groeglin@costco.com

EDITOR David W. Fuller 425-313-8510 dfuller@costco.com

EDITORIAL DIRECTOR Anita Thompson 425-313-6442

athompson@costco.com

#### MANAGING EDITOR MAGAZINES

#### MANAGING EDITOR INTERNATIONAL

T. Foster Jones 425-313-6748 Tim Talevich 425-313-6759 *Tod.Jones@costco.com* ttalevich@costco.com

#### **ASSOCIATE EDITORS**

Lorelle Gilpin, Ottawa 613-221-2009 Lorelle Gilpin@costco.com Sue Knowles, London 011-44-1923-213113 sknowles@costco.co.uk Sungwon Pae, Seoul 82-2-2630-2700 swpae@costcokr.com

#### SENIOR EDITOR

Stephanie E. Ponder, Seattle sponder@costco.com

#### ONLINE EDITOR

David Wight David.Wight@costco.com

#### REPORTERS

Will Fifield wfifield@costco.com Steve Fisher Steve.Fisher@costco.com

#### **COPY EDITOR** Miriam Bulmer

#### **CONTRIBUTORS**

Annette Alvarez-Peters, Jennifer Babisak, Joseph Hanna, Susan Hirshorn, Amanda Horowitz, David Horowitz, Pennie Clark lanniciello, Kip Koehler, Erik J. Martin, Romar Nichols, Marc Saltzman, Tracy Schneider, Randy Scott, Alice Shapin, Eva Shaw

#### ART DIRECTOR

Doris Winters dwinters@costco.com

#### ASSOCIATE ART DIRECTOR

Lory Williams Iwilliams@costco.com

#### **GRAPHIC DESIGNERS**

Ken Broman, Bill Carlson, Susan Detlor, Steven Lait, Chris Rusnak, David Schneider, Brenda Shecter

#### PRODUCTION MANAGER

Pam Sather, Seattle psather@costco.com

#### ASSISTANT PRODUCTION MANAGER

Antolin Matsuda amatsuda@costco.com

COLOR SPECIALIST MaryAnne Robbers mrobbers@costco.com

#### ADVERTISING MANAGER

Jane Klein Shucklin 425-313-8277 jshucklin@costco.com

#### ASSISTANT ADVERTISING MANAGER Kathi Tipper-Holgersen 425-313-6581 ktipper@costco.com

ADVERTISING COORDINATORS

#### Melanie Woods 425-313-2558 mwoods@costco.com

Jordan Maughan 425-313-6969 jmaughan@costco.com

#### ADVERTISING / PROMOTION COPYWRITER

Bill Urlevich

#### NATIONAL ADVERTISING REPRESENTATIVES

West: John McCarthy 805-870-4437 johnmccarthy1@sbcglobal.net
Texas: Nuala Berrells 214-660-9713 nuala@sbcglobal.net
Northeast: Frank Colonno 201-962-2759
fcmediapartners@optonline.net
Midwest: Cheryl Solomon 847-749-4875

#### csolomon@solomonspacesales.com BUSINESS MANAGER

Janet Burgess

#### CIRCULATION MANAGER

Rossie Cruz 425-313-6715 rcruz@costco.com

CIRCULATION / EDITORIAL ASSISTANT

#### Dorothy Strakele 425-313-6899 connection@costco.com ADMINISTRATIVE ASSISTANT

D. Ted Harris 425-313-2937 dtharris@costco.com

#### **COSTCO WHOLESALE**

P.O. Box 34088, Seattle, WA 98124-1088 999 Lake Drive, Issaquah, Washington 98027 Fax: 425-313-6718 Email: connection@costco.com

For information on warehouse hours and more: 1-800-774-2678 or visit Costco.com





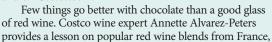


The Costco Connection is published by Costco Wholesale. All editorial material, including editorial comments, opinion and statements of fact appearing in this publication, represents the views of the respective authors and does not necessarily carry the endorsement of Costco Wholesale or its officers. Information in The Costco Connection is gathered from sources considered to be reliable, but the accuracy of all information cannot be guaranteed. The publication of any advertisements is not to be construed as an endorsement of the product or service offered unless it is specifically stated in the ad that there is such approval or endorsement. Products advertised may not be available at all locations at the time of publication. Publishing offices are located at 999 Lake Drive, Issaquah, WA 98027. Copyright © 2013 Costco Wholesale.

#### from the publisher's desk

#### Ginnie Roeglin

VALENTINE'S DAY BRIGHTENS an otherwise gray winter month on February 14. You'll find popular gifts for your valentine in this issue, starting with my personal favorite: chocolate. On page 19, Costco supplier Jerry Swain, CEO of Jer's Chocolates, discusses his passion for supporting good causes, doing the right thing and making extraordinarily delicious chocolates. Beautiful Valentine gift boxes of his chocolates are available in our warehouses and on Costco.com.



Italy, California and Washington state on page 31. You'll also find a list of wines that are available now in your region.

Red roses top the list of most popular gifts for Valentine's Day. As always, our warehouses will have a beautiful selection of rose bouquets. If you'd like to send flowers to your valentine's home or office, check out our selection of roses on Costco.com. Be sure to place your order by February 9 to ensure delivery on Valentine's Day.

Complementing the romantic heart, February is also Heart Health Month. You'll find a story on page 59 about saving lives through CPR plus healthy heart tips and trivia. In addition, Costco pharmacies are holding free Heart Health Awareness Clinics this month if you'd like to assess your blood pressure, cholesterol levels and risk of heart-related problems. Remember to wear red on February 1 to support the annual Go Red for Women campaign and raise awareness of the risks of heart disease in women.

Healthy eating is one of the cornerstones of a healthy heart. Costco sells several Kirkland Signature<sup>TM</sup> cooking oils that are as delicious as they are healthful. You can read more about our new healthy cooking oils starting on page 78.

If you have the TrueEarnings® Card from Costco and American Express, be sure to watch for your annual rebate check in your American Express statement this month. Happy Valentine's Day from all of us at Costco!



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

#### from the editor's desk

#### David W. Fuller

EAGLE-EYED READERS of this magazine will note some major changes next month in the masthead to the left of this column. That is because Anita Thompson, editorial director of *The Connection*, is retiring after 22 years as one of the driving forces of our editorial content. Anita was my first editorial hire after the company decided to bring the creation of this publication in-house.

Since that time, we have relied heavily on her judgment and skills as the magazine's reach in the U.S. has grown and we have added editions in Canada, the United Kingdom, Korea and, most recently, Taiwan.

Anita has been a staunch guardian of the journalistic standards upon which we run these publications. She has built a strong team of reporters and editors who bring you the stories you see every month. Her integrity and determination have been crucial in making these magazines the valued publications they have become.

Imagining a future for *The Connection* without Anita in that No. 2 editorial position took a bit of doing. In fact, it caused me to do some intensive thinking about *The Connection* of the future. As a result, the other change readers will see on the masthead in the coming months is the creation of three new positions. Each will be filled by one of our long-term editorial staffers. These positions are designed to place a focus on the three paths upon which *The Connection* has moved in the past and that will be increasingly intertwined in the coming years: the U.S. "mother ship" edition, the international editions and our digital editions.

As to the steps Anita will be taking on her new path, I wish her great joy and fulfillment and a well-deserved respite from deadlines.  $\blacksquare$ 

## PLACES TO GO. PRICES YOU'LL LOVE.



QUALITY | VALUE | EXPERIENCE | WOW!



From its breathtaking countryside to iconic heritage and modern culture, Britain is full of uniquely authentic experiences. Travel with Trafalgar to discover the hidden places not in guidebooks, the local people you wouldn't otherwise meet and the traditions you may not discover on your own. Choose from 12 guided vacations to Britain.

Countryside is ... a home-cooked meal in a local family's country home.

Heritage is ... hearing the stories of Buckingham Palace with a Local Guide.

Culture is ... savoring a 'wee dram' of Scottish whisky at a local distillery.

Music is ... visiting sights connected to The Beatles in Liverpool.

Complete with First Class hotels, coach transportation, Travel Director, sightseeing with unique Insider Experiences, many meals and more, your Trafalgar guided vacation offers a value-packed insider's view of Britain you won't find anywhere else.



\*Price shown is per person based on double occupancy, land-only and includes hotel taxes. Prices are in U.S. dollars, are true and accurate at time of printing, are valid for travel as specified, are valid for new bookings only and are available to Costco members residing in the United States. All offers, inclusions and accommodations are subject to availability and may change or be terminated without notice. Seasonal surcharges, availability, blackout dates and restrictions may apply. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Cancellation and change fees may apply. Travel purchases are not included in the Executive Membership annual 2% Reward program. Costco Travel disclaims liability for any inaccuracies or typographical errors. Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 · Florida registration number: ST 32555 · Hawaii registration number: TA 620 · Nevada Seller of Travel registration number: 2007-0060 · Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state.



Debate goes on

#### In response to the January Debate, "Is renting a home better than buying?"

YES. Just look at an amortization schedule and you can see [that] hardly any equity gets built up from the actual mortgage payment. If the house value sinks or stays flat, you could lose a lot.

> Kent Mummau Mt. Joy, Pennsylvania

NO. I believe the investment and return of home ownership outweighs the short-term benefits of renting.

Dianne Daniels Albuquerque, New Mexico added to the pilaf and steamed again for two minutes, one can enjoy chicken biriyani, and if chicken is replaced by potato and cauliflower in the second dish, it becomes a nice vegetarian dish for lunch or dinner.

> C.P. Chandra Das Arlington, Tennessee

#### **Building a library**

I am writing to express how important I think starting a home library is, for either yourself or your children, so they will enjoy reading ["Building a family library," January 2013]. When I was younger I really enjoyed going to the bookshelf.

> **Timothy Roberts** Tolleson, Arizona

#### Tree-saving app

Last month's issue featured an article ["An app that saves trees?", January 2013] encouraging Costco's 8 million readers to switch to reading the magazine electronically in order to save our planet's natural resources. This is an excellent suggestion to the membership!

Robert Frohn Anaheim, California

MONTHLY READER SURVEY

#### Win a Costco Cash card **worth \$50!**

WHAT DO you think of this issue of The Connection? Tell us and you could be one of five winners of a \$50 Costco Cash card! Take a moment to complete our anonymous reader feedback survey by going to Costco.com and clicking "Costco Connection Magazine." Click "Reader Survey" on the welcome page. Upon completion, you will have the option to enter the drawing.

#### Member comments

#### **Indian cooking**

As an Indian, I felt really happy reading the article on Indian recipes ["Passages to India," January 2013]. Bouquets to The Costco Connection.

The writer has specially selected a south Indian vegetarian pilaf and a non-vegetarian north Indian dish to enlighten readers. I am fairly familiar with both the items, and I would like to point out two [ways] to make them more mouthwatering. I find that ginger has been left out in the first and sliced onion in both the items. Also, if fried chicken is

#### Stories from Sandv

Costco warehouses in the Northeast worked hard to help members who were hit by Hurricane Sandy last October. You can view some letters

members wrote to us afterward in our digital newsstand and online editions, courtesy of Costco Today, Costco's employee magazine.—Ed.



**By email:** customer By phone: service@



(425) 313-6823

By mail: Membership P.O. Box 34783 Seattle, WA 98124-1088

Please allow four to six weeks for processing.

Don't miss out on the latest product and membership news and information from Costco—enter your email address at www.costco.com. Information will remain strictly confidential.

#### **Connection** comments from the Internet

"The [January] Connection arrived in the mail yesterday and on page 55 there is a wonderfully timed (the week of New Year's!) article by Susan Rose on pregnancy, alcohol and FASD [fetal alcohol spectrum disorders]. Great job Costco! Thanks for caring about babies!"

Blogged by http://urbanservant.blogspot.com

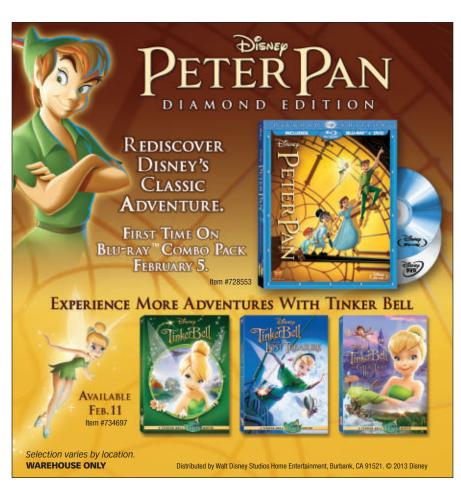
"Costco Connection's cover story on pharmacy [has] some interesting tidbits on market positioning—worth a read."

Tweeted by carlacorkern @carlacorkern

"Rejoice! Another riveting issue of The Costco Connection has arrived!" Tweeted by Justin Brannan @JustinBrannan

#### Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in The Connection. Please include your full name and phone number or address. Send an email to dialogue@ costco.com; or write to: Dialogue, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.



#### Using The Connection

- New: When you see this "play" button in an ad, it means there are added audiovisual features only in the free digital newsstand and online editions of The Connection. Learn about those editions at costcoconnection.com.
- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Products are scheduled to be available during The Connection's month of publication and are noted as in warehouse "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- Shop early in the month for best selection on seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.
- Prices are usually not listed because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.



#### WALLY AMOS: BE POSITIVE



Wally Amos is the founder of Wamos Cookies. You can reach him at www. wallyamos.com.

### One day at a time

I HAVE BEEN busy creating yet another cookie company, Wamos Cookies. I am pressed for time and fearful the future will not be as I wish. At such times, it's good to remember that life is best lived one day at a time.

Life is not lived in a lump. It is lived moment by moment. What you choose to do with each moment is up to you. But as ancient Chinese philosopher Lao Tzu noted in the Tao Te Ching, even the longest journey begins with the first step. The phrase about taking life one step at a time isn't just a metaphor; it is a way of life.

Many of us spend our lives planning for our future. From our youth through our years as adults, we are constantly deciding what we will be when we grow up, and as grown-ups we are planning

our retirement. But life, like time itself, is a continuum. It is all one, and it is always now.

Years ago, upon awaking from a nap on a long flight from Hawaii to the mainland, my daughter Sarah asked, "Are we here yet?" We are always here. We are never "there," and we never live in the past or the future. It's important to live in the moment, and be all that we can be at that moment in time.

The best way to live is one day at a time. One second at a time. What we choose to do with our time may make time seem heavy on our hands and passing slowly, or make us feel that time is flying by, not leaving enough hours in a day to accomplish all that we want to do. But the notion of time passing quickly or slowly is an illusion.

Live according to your own belief system; avoid the temptation to regret actions of the past or focus totally on planning the future. Concentrate on what was positive in past years and be here now. Undertake every day and every project bit by bit, moving forward from inception through completion, but never more than one bite at a time.

All of life happens in increments of one. Use time wisely. Live it to the fullest now.





#### Stop being rude

IN HER AMERICAN EXPRESS Open Forum® article "Stop Being Rude: The New Rules of Social Business," Erika Napoletano, a Denver, Colorado, Costco member and online strategy consultant (www.erikanapoletano.com), says, "I propose the New Rules for Social Business ... designed to help us remember what's important in day-to-day business interactions and activities."

Her rules:

- 1. Put your phone away. Life goes on without it. Don't be a jerk and give it more attention than the people standing in front of you.
- 2. You will not die if you close Twitter and Facebook. Stop screwing around and start getting things done.
- 3. Be present. If you're going to a meeting or conference, don't use technology as an excuse to show up in body but be elsewhere in mind. If you chose to turn off [the devices] and then tune in to people, you just might find that time spent in any situation is much more worthwhile.
- 4. Rethink meetings. Do you know why your team would rather be on Facebook or texting? It's possibly because your meetings are boring, time consuming and without purpose. Restructure your meetings so they take 20 minutes, tops. Make sure that only required people attend. And make everyone leave technology at the door (including boring PowerPoint presentations).

Napoletano concludes, "People are the only reason better business ever happens."

See the full article, and more like it, at www.open forum.com.

## The entrepreneur's wheel

"CREATING AND MAINTAINING a successful business is akin to creating a wheel," says Costco member Brian Evans, author, former radio host, CPA and personal financial specialist. "If you are missing a one-eighth section of a wheel, it will spin, but not well."

If you are contemplating starting your own business, or already run a business, Evans suggests focusing on eight essentials (IMPACT ME) to help your entrepreneur's wheel spin smoothly.

**IDEA** Create a product or deliver a better service than your competition. Customers come to you because you are the best at what you deliver. **MARKETING** Stay relevant with new forms of communication. Your business should have its own branding, and all of your employees should be able to articulate what it is that makes your business special.

**PROFIT** Greed may be a bad word, but profit is not. Find a way to qualitatively replicate your product or service so you can obtain adequate economies of scale.

**ACCOUNTING** Running a business without timely and accurate data is like flying a 747 in the clouds without an instrument panel.



**CASH FLOW** Not only must upfront financing be adequate, but lack of ongoing cash flow can destroy a business even when sales are high. **TIMING** Support the evolution of your product or service model to adapt to the changing times or your competitors will pass you by. **MANAGEMENT** Great companies have strong leadership and vision for their customers, their employees and their business mission. **ENGINEERING** Be ready to redesign your product or delivery systems for the inevitable problems that will surface.

To read the full version of the white paper from which this segment was taken, visit Evans' website at www.brianevansceo.com.





**High-Power True Replacement** 



- Long Life
   Saves Energy
  - Instant Full Brightness
  - Dimmable
     Soft White
- Indoor & Outdoor Mercury Free
  - Available in Popular Types



# Buying what you read in online reviews



David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is a consumer guide and the co-founder of Fightback.com. Email David and Amanda at info@fightback.com.

ALMOST ALL OF us rely on online opinions to make decisions. The majority of reviews online are real and peer–to-peer, but fake reviews are an ongoing issue. Using deceptive tactics to sell products is against the law, but that doesn't stop the inauthentic online reviews.

Sites such as Craigslist and Fiverr.com are ripe with review-for-hire, cash-for-comment opportunities. Reputation-management firms have emerged, promising businesses an increase in online product ratings for a price. Manufacturers, retailers, employees and salespeople posing as real consumers praise products or services they have an interest in and deprecate competitors. Some companies even offer consumers discounts in exchange for online praise. Throw recent defamation lawsuits over negative reviews into the mix and it seems that when it comes to truth in advertising the World Wide Web has become the Wild Wild West.

It makes sense to check consumer feedback before making a purchase. But how can you really know if an online review is legit? This question has experts looking for answers.

"A wide range of companies are having huge issues," says John Clippinger, executive director of ID3, an educational nonprofit developing authentication software with the Massachusetts Institute of Technology. "What we're seeing is a symptom of a lack of infrastructure to support trusted exchanges."

Bing Liu, a computer scientist at the University of Illinois at Chicago, analyzes online review authentication data for companies such as Google. He thinks fake reviews are here to stay. "It's an arms race," he says. "We invent algorithms and these guys find ways to avoid them. They're going to be an ongoing problem, because these reviews are difficult to recognize."

#### **Filtering professionals**

At sites such as Yelp, which reported 84 million users a month in 2012, review-filtering systems pro-

tect consumers by weeding out online fakes. Yelp spokesperson Stephanie Ichinose says, "We believe that we have the most sophisticated tools to protect people from untrustworthy reviews." Part of Yelp's policing involves consumer alerts that publicly flag businesses caught paying for positive reviews.

Brooke Ferencsik, spokesperson for Trip-Advisor, a site with 32 million registered global members, says the company is able to identify suspicious review activity. "We have a world-class international team of specialists who spend 24 hours a day, 365 days a year, making sure our reviews are real. We monitor and evaluate hundreds of different attributes associated with electronic correspondence, such as IP address, the type of browser being used and even screen resolution of the reviewer's device."

Both Yelp and TripAdvisor keep the specifics of their filters under wraps because, according to Yelp's blog, "the more descriptive we are, the less effective our filter is at fighting shills and malicious content."

#### What you can do

At the end of the day, it's up to you to be a review skeptic. Liu suggests looking for "hints in language" to identify whether a review is real. If a review reads like an advertisement or lists only positive feedback about a product or service, it may be fake. He adds, if a reviewer posts about the same product frequently, only posts one review that is for a particular product or only posts reviews for a particular company, it's a red flag.

On TripAdvisor, Ferencsik suggests that "consumers view information on reviewers' past review history, badges and travel preferences. For consumers who have a Facebook account, they are also able to see the reviews of their [own] friends by name, and their friend's friends."

Making a decision based on similar reviews of a product or service from different websites is also a good practice. Clippinger evaluates a spectrum of reviews. He says, "Then you have the option of looking at the best and the worst. You can say, this has been reviewed a lot and 90 percent of reviews are five-star. Or 90 percent are two-star."

When asked if he still relies on online reviews to make a decision, Liu replied, "Of course. I just have to be careful."

In the end, as a consumer, you must trust your instincts and be careful too.

For details on Costco.com's review safeguards, go to http://reviews.costco.com/content/2070/terms and conditions.htm.—*Ed.* 

## Ask Fight. Back!

A HANDFUL of significant defamation-of-character lawsuits have emerged over review comments appearing online. Such cases may become more frequent as those who feel targeted by defamation on the Web decide to file suit.

How do you know if your online comment is considered legally defamatory? Matthew E. Kavanaugh, an attorney at Eisner, Kahan & Gorry in Beverly Hills, California, provides insight into this issue.

"Defamation is the act of publicizing or conveying a statement to someone, other than to whom the statement is about, which is false, unprivileged and has a natural tendency to cause injury or damage," he explains to Fight Back! via email. "Trade libel is a type of defamation that does not require the defamed party to prove damages, because the statement is about their business or livelihood (such as a false statement on a review site)."

He continues, "Though mere opinions are generally not actionable as defamation so long as they are truthful (such as 'I did not like the pasta'), a false statement of opinion that may lead a reasonable person to believe that it is fact may constitute defamation (such as 'They do not know how to make pasta').

"In order to avoid liability, users should carefully and accurately describe their experience while avoiding colorful generalizations, exaggerations or misrepresentations. Your accurate description of your personal experience does not constitute defamation."—AH

© 2013 AMANDA HOROWITZ MEDIA, LLC ALL RIGHTS RESERVED

#### **Have a question for Fight Back?**

Just log on to <a href="www.fightback.com">www.fightback.com</a> and email them at <a href="mailto:info@fightback.com">info@fightback.com</a>. Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on <a href="https://www.fightback.com">www.fightback.com</a>.



## Yours from the Start.

#### Get to a familiar desktop





#### Go back to Start

Tap the Windows key on your keyboard or device to get back to the Windows 8

#### Bring your friends

#### Download more apps

#### Store it and share it

Your music, photos, and docs in the cloud with SkyDrive.

#### Listen to music

stream millions of songs FREE with the Xbox Music app.\*



to check out new Windows 8 PCs.

\*Free streaming limited to 10 hours/month after 6 months; unlimited with paid subscription. Compatible devices and internet required; ISP fees apply. See xbox.com/music



Acer V5 Touch Notebook

WAREHOUSE/COSTCO.COM | AVAILABLE NOW





### Introducing Office 365 Home Premium.

The best value for your entire household. Works on up to 5 PCs, Windows 8 tablets, or Macs.

Office 365 Home Premium, Item #324. Sold separately from PC.

1Also works with Windows 7 operating system. Windows RT devices come preinstalled with Office Home & Student 2013 RT Preview.

# Your media, anywhere and anytime

Q: How can I see the photos and videos stored in my computer on my TV?

A: Thanks to high-speed Internet, cloud storage and smart devices, you're no longer restricted on when and where you can enjoy your media, whether you'd like to watch your local TV shows on a tablet while visiting the South of France or want to wirelessly beam photos from your smartphone to your big-screen television.

Here's a look at some of the options for wirelessly sharing content.

■ Many new "smart TVs" let you wirelessly access content from your personal computer, tablet or smartphone over a wireless network. TV manufacturers have different names for it-Samsung refers to it as AllShare Play, while LG calls it Smart

Share, for example—but they all let you share content seamlessly and wirelessly across your connected devices.

Keep in mind, Samsung's AllShare Play only works with select Samsung phones, tablets and Windows PCs, while LG's Smart Share works with PCs and Macs, and any smartphone or tablet with DLNA technology (all listed at www. dlna.org).

■ Intel's WiDi ("wireless display") lets you beam high-definition video, photos and music from a laptop to any television, but you'll need a WiDi-enabled laptop (see www.intel.com/go/widi) and an inexpensive

box called Push2TV connected to your television if it doesn't already have WiDi built in (look for the sticker). When family and friends come over to see footage from your recent vacation, instead of crowding around a small computer screen with speakers that sound like tin cans, you can simply activate the WiDi widget on your laptop and the HD video shows up on your television a second later.

Q: I have a lot of important data on my phone. How do I make sure it's safe?

#### The Costco Connection

Many of the TVs, laptops, tablets and other electronics sold at Costco in the warehouses and online at Costco.com feature technology for wireless and seamless sharing of media.

A: You've got a few options to protect the important photos and videos, contacts, calendar appointments, notes and messages on your smartphone. The first line of defense is to ensure you've set up a fourdigit PIN (personal identification number) or password to use your phone (see the settings area of your phone to set this up).

You could also draw a pattern to gain access to your smartphone, which is popular on many Android phones, or use facial-recognition tech-

> nology. Some phones have a fingerprint scanner, too.

Next, the easiest way to back up information from your phone is to connect it to your computer via the USB cable in the box and follow the onscreen prompts to make a backup to the hard drive. If nothing happens when you connect the phone, free apps are available that will make a backup copy of the phone's info for you.

Some services let you back up your phone's information to the cloud. For example, Android users might consider the free Clickfree Mobile, as it can make a secure backup of your smartphone to the

phone's microSD memory card (if it has one) or to a number of cloud services, including Dropbox, Box, Google Drive, Microsoft SkyDrive or SugarSync.

Finally, be sure to put safeguards in place to remotely lock or wipe clean a missing smartphone's information before it falls into the wrong hands. A number of free apps can help you do this—such as Mobile Defense (for Android), Find My Phone (Windows Phone), BlackBerry Protect (BlackBerry) and Find My iPhone (iPhone)—but you need to set this up *before* it's too late.

**More in archives** Costco.com, enter "Connection"; at Online Edition, search Tech Connection.



**Tablet or** smartphone? Watch a video on wireless display in our digital newsstand and online editions.

**AskMarc** 

**TECH**connection

Questions about electronics or computers you purchased at Costco? Email them to: connection@costco.com.

Or mail to: **Tech Connection** 

The Costco Connection P.O. Box 34088 Seattle, WA 98124-1088 or fax to (425) 313-6718.

Please include "Marc Saltzman Q&A" in the subject line. Marc will answer selected questions in this column. We regret that unpublished questions cannot be answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 15 books. He's on Twitter at @marc\_saltzman

# Is cash on its way out?

THE EXPLOSION OF electronic money—including credit and bank cards, online transactions and paying by mobile technology—has some observers predicting that physical cash will soon be a thing of the past. It's a good thing, they add, since a cashless society will make life more convenient, eliminate the costly manufacture and distribution of physical money, and help reduce criminal activity and tax evasion.

Others argue that cash's demise is not imminent as long as the fees associated with electronic money are high. Americans still prefer paying with cash, especially for small purchases—and better security measures are being introduced for paper money.

What do you think?

#### Find out more about this topic on the Web:

- www.businessinsider.com
- (Search: "Why We're Still A Long Way Off From A Cashless Society"
- www.fee.org (Search: "Toward a cashless society")

#### from members:

#### Jeanne Johnson Tucson, AZ



It is easier to balance my checkbook and see where my household spending is going with the use of my card.

#### **Jerry Sparks** Huntsville, AL



From a business angle, it would save trips to the bank and increase security by not having cash on-site. [The trans-

action fees] are a small price for security and convenience.

#### **Danele Velasquez** Colorado Springs, CO



My husband's check goes straight to the bank. We are less likely to spend money ... because it never

goes in our pockets.

#### om members:

#### M.H. Coney San Antonio, TX



I think cash will always be used since there is the potential for your identity to be compromised.

#### Kathyryn McAlister Rochester, MN



An element of our society would remain disenfranchised and could not manage trans-

actions without cash.

#### John Mueller Seattle, WA



Some kinds of service businesses strongly prefer cash and won't want to deal with electronic

transactions and fees.

- http://knowledge.wharton.upenn.edu (Search: "What's Good for Banks May Not Be Best for You")
- www.cnn.com (Search: "The death of cash")

#### from an expert in the field:



**David Wolman** (*www.david-wolman.com*) is a contributing editor at *Wired* magazine. He is also author of the book *The End of Money* (Da Capo Press, 2012).

EVERYPLACE YOU look, people have embraced electronic cash—bank accounts, credit and debit cards, online shopping, gift cards, direct deposit, even send-

ing money back and forth like text messages—or at least accepted its inevitability.

Paper bills and coins are rapidly being eclipsed by a flood of recent innovations, most of them connected to mobile technology. Soon you'll be buying products by merely saying your name to the clerk, or purchasing camping supplies for your teenager's video-game avatar, paid for with a virtual currency called Bitcoin.

Why the groundswell of anti-cash? Because physical money isn't just germy, carbon intensive and expensive to manufacture, deliver, store, secure, count, inspect, recount, redesign and remanufacture ad nauseam. It's also the currency of choice for Taliban fighters, drug lords in Mexico and tax evaders everywhere, whose success at not paying means those of us who do our share have to pick up the slack.

Cash is also under fire from companies and government institutions that aren't thrilled with its wider costs. This is why most airlines have instituted the "cashless cabin" policy, many countries have already eliminated their smallest-value coins and personnel on U.S. military bases use something akin to a debit card (Eagle Cash). It's why an E-Z Pass toll booth makes a heckuva lot more sense than fishing for loose change from under the car seat.

Some facets of this monetary revolution even promise to help fight poverty. One of my most memorable experiences while reporting my book was talking mobile phones and money with a young man named Sonu Kumar in the slums of Delhi.

Until recently, Kumar, like millions of people around the globe, had to travel for days to bring tiny amounts of money to his family in the countryside. The costs of this delivery are steep: not just bus fare, but also time away from work, the risk that his shop might get robbed while he's gone and the risk that he might get mugged en route. Now he can send those funds like sending a text message. With no offense to the Tooth Fairy, I guarantee that listening to someone like Kumar explain why non-cash alternatives *improve* welfare will forever change how you think about different forms of money.

#### from an expert in the field:



**Martin Brinkmann** is an online journalist and founder of the consumer news website Ghacks Technology News (www.ghacks.net).

SUPPORTERS OF A cashless society speak a lot about such benefits as crime reduction, the elimination of tax evasion and counterfeiting, and a reduction in the costs of produc-

ing paper money and coins. However, most of these benefits are countered by negative implications for consumers and small businesses.

Criminal activity would not necessarily be reduced in a cashless society. Robbery, for example, would simply shift to the Internet as hackers find new ways to break into accounts. Checking your account balance and transactions would become an even more important daily activity, taking up even more of your time.

And while cashless spending will probably encourage some people to overspend (the way they already do with credit cards), it may also cause more people to spend less. Fees for electronic transactions, either indirect (the merchant is charged) or direct (you are charged), mean that you will pay more for goods and transactions. The lack of privacy associated

with having every transaction recorded and traceable will discourage people from making purchases and donations they don't want to be openly linked to. What will happen to those retail areas where people find affordable goods by paying cash? If the country goes completely cashless, will a large part of society revert to bartering goods and services?

Finally, a cashless society means that everyone needs to have a bank account, as it is the only way to keep track of transactions. While that is OK for most people, it quickly becomes a problem for others. How do you text money to a homeless person when there is no bank account to text it to?

Personally, I pay with cash wherever I go. It seems to be a lot faster than paying by card and easier to keep track of. In Germany, where I live, you often either have to type in your security code or sign a receipt before the card transaction takes place. It's not very convenient to buy the smaller, simpler items on your shopping list this way. A society that abandons cash transactions takes away flexibility and choice from each of us.





## 50-FILM BLU-RAY COLLECTION

The Greatest Films of All Time, Available January 29, 2013



Mutiny on the Bounty (1935) The Wizard of Oz (1939) Gone with the Wind (1939) The Maltese Falcon (1941) Mrs. Miniver (1942)

The Treasure of the Sierra Madre (1948)

A Streetcar Named Desire: The Original Restored Version (1951/1993)†

An American in Paris (1951)

Singin' in the Rain (1952)

Casablanca (1942)

Gigi (1958)

North by Northwest (1959)

Ben-Hur (1959)

How the West Was Won (1962)

Doctor Zhivago (1965)

Cool Hand Luke (1967)

2001: A Space Odyssey (1968)

Bullitt (1968)

Willy Wonka and the Chocolate Factory (1971)

Dirty Harry (1971)

A Clockwork Orange (1971)

The Exorcist: Extended Director's Cut (1973/2000)†

One Flew Over the Cuckoo's Nest (1975)

The Shining (1980)

Risky Business (1983)

Amadeus: Director's Cut (1984/2002)†

The Color Purple (1985)

Full Metal Jacket (1987)

Driving Miss Daisy (1989)

GoodFellas (1990)

Unforgiven (1992)

The Bodyguard (1992)

Natural Born Killers: The Director's Cut (1994/2002)†

The Shawshank Redemption (1994)

The Matrix (1999)

Harry Potter and the Sorcerer's Stone™ (2001)

The Lord of the Rings: The Fellowship of the Ring™ (2001)

The Lord of the Rings: The Return of the King™ (2003)

Million Dollar Baby (2004)

The Departed (2006)

The Dark Knight.. (2008)

The Blind Side (2009)

Sherlock Holmes (2009)

Inception (2010)

#### 100 Film DVD Collection available at Costco.com only. Item #731935 Look for other Best of Warner Bros. Box Sets coming in 2013 to Costco.com or in warehouse







PG Casablanca, A Streetcar Named Desire: The Original Restored Version, Bullitt, Superman, The Movie: Expanded Edition, Chariots of Fire, Driving Miss Daisy, Harry Potter and the Sorcerer's Stone™



PG-13 @ Doctor Zhivago, The Color Purple, Million Dollar Baby, Document of the Rings: The Fellowship of the Ring", The Lord of the Rings: The Fellowship of the Ring", The Lord of the Rings: The Two Towers", The Lord of the Rings: The Return of the King", The Dark Knight..., The Blind Side, Sherlock Holmes, Inception



Dirty Harry, A Clockwork Orange, The Exorcist: Extended Director's Cut, One Flew Over the Cuckoo's Nest, The Shining, Risky Business, Amadeus: Director's Cut, Lethal Weapon, Full Metal Jacket, GoodFellas, Unforgiven, The Bodyguard, The Shawshank Redemption, The Matrix, The Departed, The Hangover

All Other Films: The Hangover Unrated Version: THE UNRATED VERSION CONTAINS MATERIAL DIFFERENT FROM THE ORIGINAL R-RATED VERSION NOT RATED

Natural Born Killers: The Director's Cut this motion picture previously was released in a version rated r for extreme violence and graphic carnage, for shocking images, and for strong language and SEXUALITY. THIS UNRATED VERSION CONTAINS MATERIAL DIFFERENT FROM THE ORIGINAL R-RATED VERSION

For film rating reasons, go to filmratings.com

UltraViolet offer is a limited-time offer. Restrictions and limitations apply. Go to http://ultraviolet.flixster.com/info for details. Special Features are not rated and may not be Hi-Def or SDH. SUPERMAN, BATMAN and all related characters and elements are trademarks of and © Warner Bros. Entertainment Inc. Harry Potter Publishing Rights © J.K.R. THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING, THE LORD OF THE RINGS: THE TWO TOWERS, THE LORD OF THE RINGS: THE RETURN OF THE KING and the names of the characters, items, events and places therein are trademarks of The Saul Zaentz Company d/b/a Middle-earth Enterprises under license to New Line Productions, Inc. Special Features are not MPAA-Rated and may not be Hi-Def, SDH, or Closed-Captioned. © 2013 Turner Entertainment Co., New Line Productions, Inc. and Warner Bros. Entertainment Inc. All rights reserved. †Original release/subsequent release.







B&W/Color













WAREHOUSE/COSTCO.COM | AVAILABLE NOW





#### **Tablet or smartphone?**

View Jer's Chocolates company story in our digital newsstand and online editions.

late-covered peanut balls. "It was a natural," he says. "I love chocolate, and I love peanut butter." Back at college for a Christmas party, "The balls, or Jer's Balls, as friends called them, were a hit," he reports, and each year friends begged for them. "After college, working at IBM and in the high-tech industry, my candy-making reputation continued. I started having [annual] parties where everyone brought canned goods for local food banks," he says. As the popularity of the parties—also referred to as "Jer's Balls"grew, he started renting restaurants. For the next nine years, attendees at Jer's Balls donated thousands of pounds of food to fight hunger.

#### **Doing things right**

Stepping back in history, Swain vividly recalls a watershed moment in 2001: "I was having a heart-to-heart with my dad about starting this business. He asked, 'Son, will you be OK if you fail?' My answer was simply, 'Yes.' Some call it the 'worst-case scenario.' I prefer 'intelligent risk taking."

For Swain, doing the right thing was a no-brainer when selecting ingredients for the products. "As in the beginning, we continue to use the freshest and highest-quality ingredients, including real vanilla, butter and sugar. Our chocolate is ethically sourced and certified by the World Cocoa Foundation," he notes. "Whether your faves are Jer's Incrediballs, Jer's Squares, Jer's Peanut Brittle Bites or the other yummy delights, you can feel content knowing your chocolate-covered consumer decisions support those decisions."

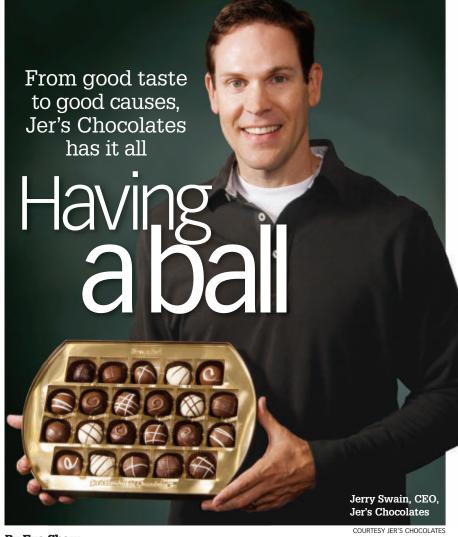
Swain's passions continue to be family and candy. A board member of the San Diego Food Bank, he donates time and resources to charities around the country. "Years back we created Jer's Cares, and today it contributes to over 100 worthy causes," he says.

World domination of the competitive candy market isn't on the radar for Jer's Chocolates, even in jest. He explains, "We make gourmet chocolate and peanut butter

candies for people who love exceptionally delicious chocolate and peanut butter candies." He pictures his customers enjoying and giving his products, and adds with a chuckle, "Like me, they might even keep a stash in their desk

drawer."

Eva Shaw (www. evashaw.com) lives in Carlsbad, California.



**By Eva Shaw** 

"I EAT CHOCOLATE every day," says Jerry Swain, founder and CEO of Jer's Chocolates, and this guy knows what it takes to enjoy the good stuff-because that's exactly what he set out do 11 years ago.

Swain is a trim, youthful 47-year-old, thriving on the entrepreneurial roller-coaster ride. He has a serious sweet tooth for the business of candy. Yet, the lessons he learned as a kid make his journey even more fulfilling.

'Growing up, my parents didn't tell me to do the right thing; they showed me in how they lived their lives," he tells *The Connection*. "Whenever my dad saw someone needing help, like changing a tire, he'd stop to lend a

hand. It was just something he did." Now, as a husband and a father of two, Swain keeps the deeds and words of his parents in mind when parenting and making business decisions.

"My grandfather taught me, through his example, about an entrepreneur's mind-set. My parents allowed me opportunities to succeed and sometimes to fail," he says.

#### Tech major, chocolate minor

While attending the University of California, Riverside, Swain got a reputation—for making hand-dipped, chocolate-covered peanut butter candies. At home on Thanksgiving break, he pulled out a recipe for choco-

#### **SUPPLIER**PROFILE

Name: Jer's Chocolates

Employees: 18

Contact at: P.O. Box 801, Solana Beach, CA 92075;

1-800-540-7265; www.jers.com

#### **Products at Costco:**

At Costco (selection varies): peanut clusters, almond clusters, Jer's Squares and peanut butter balls. On Costco.com: Trio tower (shown at right)

#### **Comments about Costco:**

"I continue to be impressed with the organization, the product quality and selection in the stores and online, as well as the services offered. The talent and knowledge of the employees we work with make doing business a pleasure."

-Jerry Swain

## The Best Stuff in the Joint.



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

5-LOXINo is a registered trademark of P.L. Thomas - Laila Nutra LLC and is used under license. International Patents Pending.

<sup>1</sup> Source: Nielsen FDMX Latest 26 weeks ending 8/25/12.

2013 Rexall Sundown, Inc. 12-OB-1053m

<sup>§</sup>Based on results of a GfK Healthcare 2011 survey among physicians who recommend a brand of glucosamine and chondroitin or glucosamine supplements; and the results of a Pharmacy Times Survey among pharmacists who recommend a "bone/joint strengthener" dietary supplement, 2006–2012.

## NOT ALL GLUCOSAMINE-CHONDROITIN SUPPLEMENTS ARE THE SAME.

our joints see a lot of action: walking, dancing, gardening, playing with the kids, exercising, rolling over in bed ... in fact, every time you make a move, your joints do the moving! Which is why you need a joint-health formula designed to help support the billion and one things you do every day.\* And in the competitive joint supplement market, one product keeps coming up on top-Osteo Bi-Flex®

Osteo Bi-Flex® combines glucosamine with a unique blend of ingredients found in no other leading joint-health product. This special formula is what separates the numberone joint-care brandof from the rest of the pack. After all, there's no need to move with the crowd when you can get jumping with

BEYOND GLUCOSAMINE

Osteo Bi-Flex®

Triple Strength!\*

People have started to hear the buzz about glucosamine. However, it takes the best form of glucosamine along with a special blend of support ingredients to make a complete joint-health nutritional supplement. Osteo Bi-Flex® starts with a base of glucosamine HCl, a form of glucosamine
derived from
crustacean shells.
Since glucosamine is
naturally found in healthy
joints, it acts as a lubricant,
promotes flexibility, and helps
ease occasional joint stress
and stiffness.\*

A variety of ingredients are added to the

glucosamine base
that work on
the entire joint
matrix\* The
proprietary
Joint Shield™
blend includes
chondroitin and
MSM (methylsulfonylmethane), two
ingredients that are

important for joint health.\*
This formula is a unique combination of highly effective ingredients
in joint-care science.\*

### WITH 5-LOXIN® ADVANCED, SEE RESULTS IN 7 DAYS\*

Osteo Bi-Flex® is the only leading brand with 5-LOXIN® Advanced. It contains high concentrations of

AKBA, which is an important Boswellic acid for helping with joint flare-ups.\* Research studies have shown that 5-LOXIN® Advanced helps improve joint comfort within seven days.\*1

Alvin.

Age 57

## RECLAIM YOUR ACTIVE LIFESTYLE

Osteo Bi-Flex® presents a fresh approach in helping you manage the health of your joints.\* Why sit on the sidelines, wishing you could get in the game, when there's a whole lot of jumping, dancing, working, playing, running, hiking, biking, and so much more to do?

Add Osteo Bi-Flex® Triple Strength to your joint-health regimen and give yourself the tools to live an active life.\*



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Source: Nielsen FDMX Latest 26 weeks ending 8/25/12.

© 2013 Rexall Sundown, Inc. 12-08-1053mr

Based on two human studies with 5-LOXIN° Advanced where subjects rated their joint health over time, subjects' joint health improved within seven days, and continued to improve throughout the duration of the studies.





ACAÍ (AH-SIGH-EE) is the dark purple berry used to make a growing number of fresh juices, sorbets, smoothies and other high-energy, organic, healthful delights throughout the world. Its health benefits are uncontested, starting with the fact that açaí has two times more antioxidants by weight than blueberries and pomegranates and also healthy omega fats like those found in olive oil.

The berries have been a staple for Amazonians from time immemorial, and more than 75 percent of the harvested berries are still consumed in the villages and small towns dotting the banks of the river and in Belém, the city of 2.1 million near the river's delta. Owners of small shops along the busier roads in the Amazon raise a red (not purple) flag so motorists know they can stop to get a quick bowl of açaí, freshly processed on the premises.

Only in the past 20 years have açaí bowls and smoothies made their way down to Brazil's southern cities, especially Rio de Janeiro, where it is the snack of choice along the beaches of Ipanema and Copacabana. And only in the past 10 years has açaí started to be consumed as a healthful beverage outside South America.

That's where Sambazon comes in.

#### **Band of brothers**

To tell the story of Sambazon is to tell the story of its founders, two brothers from Southern California, Ryan and Jeremy Black, and their childhood friend Edmund Nichols. A star football player at the University of Colorado in the mid-1990s, Ryan briefly joined the Minnesota Vikings, and later found his way to Europe, where he played American football in Italy and France for two years. In between those two seasons, he fell in love with a Brazilian woman who convinced him her country would be the perfect place to follow his other athletic passion: surfing.

So in 1999, Ryan Black and his buddy Ed Nichols visited Brazil with Black's girlfriend to celebrate the millennium. One day, while taking a break from surfing in the northeastern city of Recife, their Brazilian friends persuaded them to try bowls of açaí topped with granola and bananas as typically served by snack shacks along the beach. It was love at first taste.

Almost immediately, an idea began to take hold in the minds of the two friends. They started asking around about the tasty concoction and began noticing how it seemed to be eaten morning, noon and night wherever they went in Brazil. They returned home with a dream to be the first to bring their discovery to America.

Seven months later, Black and Nichols were back in Brazil, this time in Belém to meet local açaí processors. They went upriver to meet the villagers who were harvesting the berries. They read scientific studies about açaí's health benefits and learned about its potential for aiding social and environmental conditions in the region.

In 2000, in their twenties and with no real business experience, other than big brother Jeremy's financialplanning background, the Blacks and Nichols decided they would bring sustainably harvested açaí to the attention of the world, along with some of the other Amazonian "superfoods" they were learning about (such as the juice of the acerola cherry, which has 10 times the vitamin C of orange juice).

Wanting to do this in a way that would benefit the people harvesting the berries, they initially thought of creating a foundation to support sustainable agriculture in the Amazon. When this did not pencil out, they decided to develop a business, but one that would have a triple bottom line that, as Black tells The Connection, "not only measures success economically, but also socially and environmentally." CONTINUED ON PAGE 24

Just a few hundred yards from the mighty Amazon, baskets of açaí berries are unloaded at Sambazon's factory-once in a while, even by Sambazon executives Ryan Black and Travis Baumgardner. (left to right, bottom).





**BERRY HEALTHY** CONTINUED FROM PAGE 23

#### Triple bottom line

From the beginning, Sambazon has operated with that threefold premise. "When a triple-bottom-line business makes a profit," Black explains on the Sambazon website, "it's a positive experience for everything and everyone involved, from the Brazilian Amazon rain forest which provides amazing fruits and botanicals, to the farmers who work the land and earn a healthy living ... and, finally, to our customers, who ultimately use these delicious powers to help further their own health and wellness missions.

"We feel this is an awesome model of how businesses should operate," Black continues. "Awesome" is a word that often punctuates his comments. But it does seem to describe what Sambazon has accomplished.

"We now have more than 10,000 farmers organically growing açaí who know how to sustainably harvest their crop and know they have a steady and fair market for their berries," says Travis Baumgardner, head of product distribution, a Texan who joined Black in 2001 after years of running his own company that promoted sustainable rain-forest products in the

Brazilian market. He was instrumental in pioneering Sambazon's highly effective organic and fair-trade supply chain. Among the changes brought about by Sambazon:

No longer are the farmers prematurely cutting down the açaí trees in order to harvest the valuable "heart of palm" that would bring 50 cents per tree, one time. Today, by providing much higher and consistent prices for the berries, Sambazon has made the trees too expensive to cut down and shown these family farmers how they can earn \$8 per tree per year while preserving the biodiversity of the forest.

No longer are farmers subject to the chaotic and often manipulative practices of the middlemen with whom they traditionally had to deal in the seedy open-air markets in Belém, Macapá and other communities. Today Sambazon works directly with the farming families, paying them a fairtrade price well above the middlemen's. This gives families economic freedom and the ability to plan their lives.

No longer are the farmers harvesting every berry-laden frond from the trees. Instead, they leave several fronds on each tree to provide natural smartphone? You can watch a video of the company story in our digital newsstand and online editions.

seed stock for coming seasons. Açaí is used as a regenerative species, meaning it can reforest previously deforested areas as well as serve as a buffer for ancient forests. Sambazon's technical support has provided training for countless family farmers.

■ No longer is açaí processed only in makeshift, less-than-sanitary factories run by locals. Today, Sambazon's spotless manufacturing facility, awarded the world's foremost food-safety certifications, ships commercial- and industrial-grade organic superfoods to customers around the

Harvesting açaí fronds now involves leaving some on the tree for future seed stock (above). Children at the school Sambazon helped build perform Brazilian folk dances to celebrate its opening (right).

## A potent nutritional mix

SAMBAZON HAS MADE great strides in removing the stained reputation açaí once had due to over-the-top diet and nutrition claims made by earlier promoters. "During the last 12 years, the word 'açai' has been used as a marketing ploy to attract customers to everything from weight-loss scams to multilevel marketing potions," Sambazon CEO Ryan Black says. "Most of these products contained little actual açaí or were not properly chilled, resulting in poor smell, color and taste."

Black notes that açai's healthy omega fats are perishable and should be frozen or refrigerated at all times. (Costco offers Sambazon's frozen açaí pulp, its refrigerated açaí beverage and its other Amazon superfood beverages.)

Through the company's efforts, açaí's health benefits are now becoming accepted thanks to analyses and clinical studies showing it contains a potent mix of natural elements. One study concluded that Sambazon's juice had a glycemic index (GI) lower than most fruit-based beverages. Low-GI foods have been shown to help the body digest nutrients, reduce the risks of chronic diseases and minimize fluctuations in glucose and insulin levels.

Like other low-GI foods, Sambazon's açaí products release carbohydrates and energy benefits over time, eliminating the energy rush associated with higher-glycemic foods.

Here are just a few of the components that make açaí a

Oleic acid, a monounsaturated fat like that in olive oil, which may reduce high blood pressure and increases the flexibility of cell membranes, thereby possibly aiding in slowing the aging process

Polyphenolics, under investigation for possiblydelaying or even preventing the progress of Alzheimer's disease

Anthocyanins, believed by researchers to help fight inflammation and promote healthy skin and hair

- Phytosterols, which help prevent arteries from clogging by reducing bad cholesterol
- Omega-3, -6 and -9 fatty acids, known for an array of health and nutrition benefits
- Fiber, which is important for gastrointestinal function and may reduce the risk of heart disease
  - Protein
  - Iron
  - Calcium (as much as cow's milk)

Amazingly, this nutritional bounty is contained in less than 10 percent of the volume of the açaí berry; 90 percent of the berry is its seed.—DWF



© Surya ali zaidan / age fotostock



growers, but of the company's factory workers and people in the community. The clearest evidence of this is a new kindergarten not far from the plant. The local government built the shell of the building, and Sambazon employees—including Black, Baumgardner and Brazilian director of operations Migual Hauat—put in the sweat and money to get the school up and running.

During a recent visit to the school by the three executives and this reporter, the kids danced and sang Brazilian folk songs for us and afterwards swarmed their Sambazon benefrom knowing he and his co-workers are helping the people of the Amazon while bringing health and nutrition to customers around the world without causing damage to the rain forest—all while turning a healthy profit for his stakeholders. Sambazon may cite its triple bottom line, but count that up and it seems more like a quadruple.

Ryan Black (left) and Travis Baumgardner have surmounted many obstacles, including this mountain of açaí seeds, in their drive to bring Amazonian superfoods to the world.



world. The facility rests along an inlet of the Amazon River in a modern building in Santana, a village on the outskirts of Macapá, situated at the mouth of the river's delta—a frontierlike community that brings to mind an *Indiana Jones* movie. (The city's claim to fame is that the equator passes right through it.)

"With the idea of becoming a permanent and positive force in the Amazon, we brought gold standards and integrity to an industry and region laden with poverty. People were taking advantage of each other, [people] who, along with the rain forest, were suffering," Ryan Black, now CEO of Sambazon, says. "What we have helped make happen is a sustainable win for the people and for the rain forest."

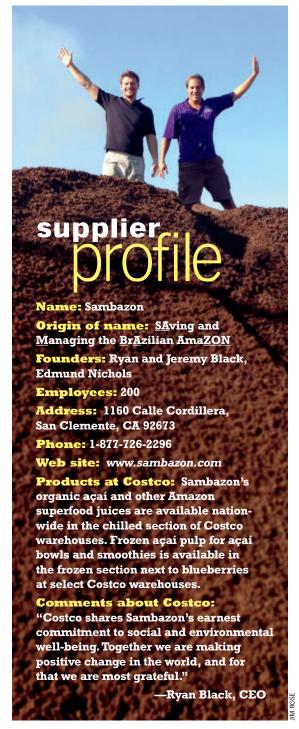
#### **Everybody wins**

The win for the people is boosted further by Sambazon's commitment to improving the lives of not just the factors with hugs, kisses and laughter. Other company projects have included the rehabilitation of a community center in a village upriver and a program that helps local women in a cooperative profit from creating jewelry out of the seeds that are a byproduct of the açaí production process.

Since its inception, Sambazon has forged close working relationships with The Nature Conservancy and the World Wildlife Fund in its efforts to preserve the Amazonian rain forest and improve social and environmental standards in Brazil.

Sambazon's steady work has brought it numerous accolades on the business front (the *Los Angeles Times* dubbed the company as the "Global Wonder-berry" producer), the environmental front (praised by *The New York Times* for supporting Amazonian farmers) and the social-responsibility front (received the U.S. Secretary of State's Award for Corporate Excellence).

But Black says his pride comes

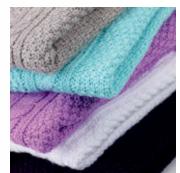


## Think Costco First



# Style, in any size

A cardigan sweater is a must for every woman's wardrobe. And now, with missy and plus sizes at Costco, every woman can have one! The Heather B cardigan sweater features a flattering fit with an extremely comfortable cotton design. With a relaxed button front, it can be worn open or closed; it's never too loose, never too tight. Wear it with a dress, tank top or Gloria Vanderbilt fivepocket Amanda jeans, also available in plus sizes and a variety of colors at Costco. All sizes of these famous jeans still feature the same classic fit that sits at the waist and has a tapered leg. And, because this is Costco, the savings are plus size as well! Comfort + style + savings = Costco.



Missy size Item #706028 Plus size Item #717095



Missy size Item #572144 Plus size Item #649520

WAREHOUSE ONLY | AVAILABLE NOW

# Well read&

#### By Stephanie E. Ponder

LET'S BE HONEST. Talking about books is only part of what makes a book club fun. There's also the social aspect of getting together with friends, and then there's the food.

Whether a dish reflects an author's heritage, the story's setting or essential plot points, thematic food is a great way to enhance the book club experience.

After enjoying the simple pairing of food and books in their own clubs, Judy Gelman and Vicki Levy Krupp, friends and Costco members, set out to serve up a collection of recipes ideal for book club meetings.

#### **Delicious details**

First the duo decided which books to include. They began by talking to friends, and soon they were talking to book clubs around the country.

It led them to found the website BookClubCookbook.com, followed by the publication of *The Book Club Cookbook* (Tarcher, 2004). For the book, they split their reading list and set out to identify key foods to pair. "About halfway through the process we contacted all of the living authors," says Krupp. "When it comes to speaking with authors, it's typical that they're excited to be asked about food, because it's a question they don't often get."

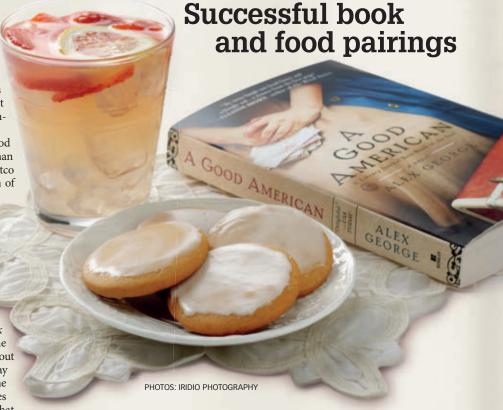
Their chat with author Markus Zusak for the 2012 revision of *The Book Club Cookbook* focused on a cookie. His novel *The Book Thief* includes a scene where the mayor's wife leaves a plate of cookies out for the story's young heroine.

"He said he knew exactly what kind of cookies they were going to be: vanilla kipferls," says Gelman. "It's a cookie he associates with his childhood. Those kinds of authentic details help make a story ring true."

While books such as *Chocolat*, by Joanne Harris, lend themselves to food pairing, Krupp says she and Gelman often have to be creative. She cites John Steinbeck's *The Grapes of Wrath* as an example. "Some books deal with deprivation and hunger. Food is something that is longed for," she tells *The Connection*. "So we called the Steinbeck Center in Salinas, California, and they gave us a recipe with foods that are grown in that area."

#### Food for all

Having spent the last decade talking to book club members from across the



country, Gelman says they've noticed all kinds of dynamics.

Some members might be intimidated by having to cook for everyone, so they "try to include some simple suggestions." For example, one book club member brought alphabet cookies to a discussion of Myra Goldberg's *Bee Season*, which features a child who has a gift for spelling.

They've also heard about meetings where everyone brings a dish and the other members guess its relationship to the book. "It's a good way to get into elements of the plot," adds Gelman.

Another observation, says Krupp, is that "book clubs tell us all the time that they're intrigued by something they haven't tasted." That proved especially true for Gelman and Krupp, who were curious about lebkuchen after reading this month's Book Buyer's Pick, Alex George's *A Good American* (page 53).

While the following recipes make it easy to know what to serve when you discuss *A Good American*, Krupp says finding the right recipe is part of the fun.

She says, "The process of finding foods and making them gives you something to talk about; it's part of the whole experience."

#### Frog Lemonade (above)

Frog Lemonade was named in honor of the New Orleans Times-Picayune's "Weather Prophet," the Picayune frog, who was pictured on the newspaper's daily weather report from 1894 to 1982.

2 cups sugar

2 cups fresh lemon juice (approximately 6 to 8 lemons)

1½ cups pineapple juice

2 quarts water

2 quarts seltzer water

3 dozen strawberries, sliced

1 pineapple, thinly sliced

1 lemon, thinly sliced

Sugar to taste

1 large ice chunk

Crushed ice, for serving

Place sugar, lemon juice, pineapple juice, water and seltzer water in a large punch bowl and stir. Add strawberry, pineapple and lemon slices. Sweeten to taste and add ice chunk to bowl. When ready to serve, fill glasses 1/4 full with crushed ice and then fill with lemonade. **Makes about 20 servings** 

**Note:** For a grown-up version of this punch, replace the water and pineapple juice with a 750 milliliter bottle of champagne, a 750 milliliter bottle of slightly dry white wine and ½ cup of curaçao.

## well fed

#### **Lebkuchen** (left)

For the cookies:

34 cup honey

2 tablespoons water

1 cup light brown sugar, packed

1 cup vegetable shortening

1/2 teaspoon salt

1/2 teaspoon ground cardamom

1/2 teaspoon ground cinnamon

1/4 teaspoon ground nutmeg

3½ cups all-purpose flour

1/2 teaspoon baking soda

2 large eggs, lightly beaten

For the glaze:

1 cup confectioners' sugar

3 to 4 teaspoons milk

1/2 teaspoon vanilla extract

**To make the cookies:** Place the honey, water and brown sugar in a medium saucepan. Bring to a boil over medium-high heat. Boil for 5 minutes. Remove from heat, stir in the shortening and allow to cool slightly.

Transfer honey mixture to the bowl of an electric mixer. Add the salt, cardamom, cinnamon, nutmeg, flour and baking soda, and combine. Add eggs and mix well. Cover and store dough in the refrigerator overnight.

Preheat oven to 325 F. Grease two cookie sheets or line them with parchment.

On a floured surface, roll out the dough to ¼-inch thickness. (Dough will be difficult to remove from bowl. If it is too stiff to roll, allow it to sit at room temperature for a few minutes.) Cut out cookies with a 2½-inch round cookie cutter. Transfer dough rounds to prepared baking sheets. Bake 15 minutes or until nicely browned.

**To make the glaze:** While cookies are baking, in a small bowl, whisk together confectioners' sugar, 3 teaspoons of milk and the vanilla until glaze is smooth. Add additional milk if necessary to reach desired consistency. While cookies are still hot, brush the top of each cookie with glaze. Allow glaze to dry for several minutes.

Yield: about 36 cookies

Adapted from Melting Pot of Mennonite Cookery, 1874–1974, by Edna Ramseyer Kaufman (Bethel College Women's Association, 1983).

#### **The Costco Connection**

Costco warehouses carry a variety of foods and books to satisfy both culinary and literary appetites.

#### Shrimp Jambalaya (Jambalaya aux Chevrettes)

The original recipe does not call for green pepper or celery, but as many jambalaya recipes today commonly include these vegetables, we've listed them as options here. We've also added andouille sausage, which gives a spicy flavor to the dish, as an optional ingredient. Although the jambalayas in The Picayune's Creole Cook Book did not combine meats and seafood, many of today's recipes do call for this combination. You can use dried crushed red pepper flakes or finely chopped fresh chile pepper, such as jalapeño.

2 tablespoons unsalted butter

1 large white onion, finely chopped

1 green pepper, finely chopped (optional)

2 celery stalks, finely chopped (optional)

1 tablespoon all-purpose flour

2 sprigs fresh thyme, leaves finely chopped

2 sprigs fresh parsley, leaves finely chopped

2 dried bay leaves

2 cloves garlic, finely minced

½ teaspoon dried red pepper flakes or fresh jalapeño or other chile pepper, finely chopped

1 or 2 large tomatoes, chopped, juice reserved

6 cups seafood or chicken broth, heated to boiling point

34 cup white rice, rinsed

Salt and cayenne pepper to taste

1 to 1½ pounds large shrimp (raw), peeled and deveined

1 andouille sausage (approximately 3 ounces), sliced (optional)

Melt butter in a large saucepan over medium heat. Add onion, and green pepper and celery, if using, and stir for 2 to 3 minutes. Add flour, and stir well. Add chopped herbs, bay leaves and garlic. Cook 5 minutes longer, taking care not to let the mixture burn. Add chile pepper and tomatoes with juice, and bring to a boil. Reduce heat and simmer gently for 10 minutes.

Add hot broth, return to boiling and stir in the rice, salt and cayenne pepper. Return to boiling, lower heat and simmer for 30 to 45 minutes, stirring occasionally, until rice is fully cooked.

While jambalaya is simmering, prepare shrimp and sausage, if using: Bring a pot of well-salted water to a boil. Add shrimp and boil for 10 minutes, or until shrimp are completely cooked. Run shrimp under cold water and drain. Meanwhile, in a small frying pan, cook sausage over low heat until slightly browned.

When jambalaya is ready to serve, remove bay leaves and stir in shrimp and sausage. Serve hot. Makes 4 to 6 servings

Shrimp Jambalaya and Frog Lemonade adapted from The Picayune's Creole Cook Book, by The New Orleans Times-Picayune (Random House, 1987), originally published in 1901.





'BRING OUT THE BEST'



THE SECRET TO

## JUICY CHICKEN?



See digital editions for video.

FOR THIS RECIPE AND MORE, VISIT FACEBOOK.COM/BESTFOODS

## **BRING OUT THE BEST®**



## Featured at

You'll find these fine blends at select Costco locations:

**Tamarack Cellars Firehouse Red** Columbia Valley, WA Item #679756

**Hedges Family Estate Red Mountain** Red Mountain AVA, WA Item #63412

Francis Coppola Diamond Collection Claret, California Item #211159

Nine Hats Red Wine Columbia Valley, WA Item #616286

Columbia Crest H3 Les Chevaux Horse Heaven Hills, WA Item #661918

Villa Antinori Toscana Tuscany, Italy Item #799299

Château de la Cour d'Argent Red Blend, Bordeaux, France Item #721314

Now, limited percentages of Cabernet and Merlot are allowed in Chianti blends.



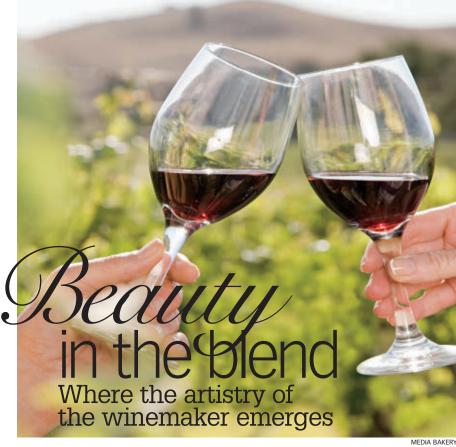
Washington state is a diverse winegrowing region that is home to a wide range of grape varietals. The state lies on the same latitude as Bordeaux, and wine lovers often compare and contrast the Cabernet and Merlot blends from the Columbia Valley or Walla Walla to those from Bordeaux regions, such as Saint-Émilion or the Médoc. These Washington wines tend to deliver luscious, dark fruit, while Bordeaux products take on earthy flavors with notes of minerality.

Washington also excels at growing Syrah and Grenache-which are also dominant grapes in France's Rhône Valley. These domestic wines are approachable and fruit forward, and offer some of the best values around. Whether the wine is dominated by Cabernet or Merlot, Syrah or Grenache, Washington winemakers have borrowed a blending page from the French and are producing excellent blends marked by amazing purity of fruit and outstanding acidity.

On your next trip to Costco, why not choose a red blend you have yet to experience? When you uncork your next bottle, I am sure you will have an appreciation for the winemaker as a true artist. Cheers!

Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.

**TO FIND** which Costco warehouses carry wine, go to Costco.com, click on "Costco Connection Magazine," then "Beer, Wine & Spirits Locator." You can also find notes on Kirkland Signature™ wines under "Kirkland Signature Wine Connection."



#### **By Annette Alvarez-Peters**



RED WINE BLENDS are among the most popular wines today, but many times people may not even realize that's what they are drinking. It's common for winemakers to create unique combinations of varietals to give wine lov-

ers the best of what nature provides in the vineyards. Think of it this way: Winemakers are similar to artists, using various components, dimensions and textures to delight enthusiasts with the fruits of their labor. And, depending on where the wine is made, winemakers around the world follow different rules, with deliciously different results.

In Bordeaux, for example, where worldclass wines are made, the only varietals allowed are Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot and Malbec often referred to as "Bordeaux varietals" in other parts of the world.

On the other hand, in California, winemakers can choose any grape varietal at their disposal and are known to produce fantastic red blends—similar to Bordeaux in composition, with beautiful dark cherry and ripe fruitforward notes, amazing structure and elegance in an enormous range of styles. Trendy red blends can consist of Zinfandel, Syrah or Petite Syrah along with noble varietals made famous in Bordeaux, such as a Cabernet or Merlot. These deep, dark-colored wines, with flavors of juicy blackberry and plum, can entice a variety of palates at an incredible value.

#### Rhône's noteworthy blends

As in Bordeaux, Rhône Valley laws dictate the varietals used for winemaking. In the north, Syrah is king, and (depending on the appellation) a small percentage of aromatic white grapes can be blended with it. Viognier adds perfume and texture, while Marsanne and Rousanne can take on lovely fruit flavors. The age-worthy northern Rhône wines can be powerful and bold, with remarkable elegance.

In southern Rhône, the beautiful vineyards scattered with large pebbles (called galet) are a winemaker's dream. Only 13 varietals are allowed in this area, with Grenache being the dominant grape, followed by Syrah and Mourvèdre. Blending is key for the perfectly composed red wines in this appellation.

Due to the warmer vintages of recent years, the wines have a unique fruit ripeness with a fantastic texture. The stunning, ageworthy Châteauneuf-du-Pape displays aromas and flavors of red and black fruit, white pepper and minerals.

#### **Changing times in Italy**

In Tuscany, the predominant grape is Sangiovese, but the region is also home to spectacular growing areas for Cabernet Sauvignon and Merlot. Blending these three grape varietals creates the "Super Tuscans" solid, dense and complex wines that demonstrate that Tuscan red wines do not all adhere to long-established blending laws in Italy.

Blending laws have also changed in Chianti. Traditionally, the famous wines from this region consisted of at least 70 percent Sangiovese, blended with Italian white grapes.

## MOUNT YOUR TV WITH SANUS SIMPLICITY™

#### Safe. Secure. Simple.

Our homes are a safe haven from the dangers of the outside world. Unfortunately, they also house a growing danger that we use every single day. Our TVs.

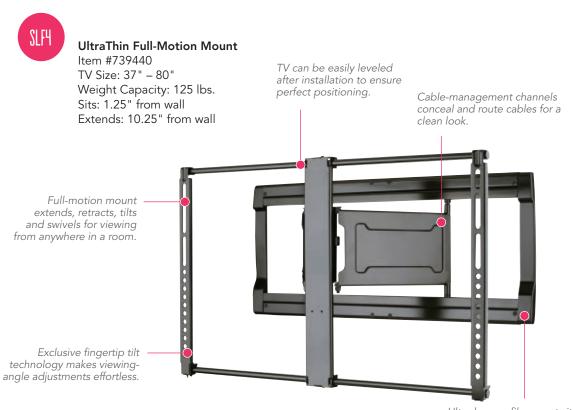
Accidental bumping can easily cause TVs to fall off furniture, which can lead to property damage, personal injury or even death. As the statistics below show, tipping TVs are a big problem.





## EVERY FLAT-PANEL TV SHOULD BE SECURED

Mounting your flat-panel TV is the safest, most secure way to avoid injury. Our exceptional products offer unparalleled strength, stability and functionality to fit any need.







#### UltraThin Full-Motion Mount

TV Size: 19"- 47" Weight Capacity: 60 lbs. Sits: 1.7" from wall Extends: 15.8" from wall

SMF?

#### ALSO AVAILABLE



#### SXDP5 UltraThin Tilting Mount

Item #938551 TV Size: 32"- 80" Weight Capacity: 125 lbs. Sits: 1" from wall Tilts: -10°

## **HEAVY-DUTY ENTRY MATS**

GREAT FOR BUSINESS OR HOME



#### 24 in. x 39 in.

- Recessed channels trap dirt and drainage holes channel water away from mat
- · Stain-and fade-resistant fiber surface scrapes shoes clean
- · Extra-thick recycled rubber base







#### WHO KNEW SPRING CLEANING COULD BE SO EASY?

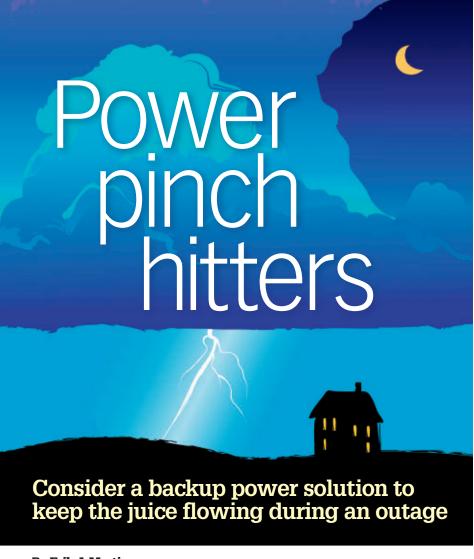












#### By Erik J. Martin

THE WINDS HOWLED around Maike Scherer's home in Great Falls, Virginia, and the cacophonous pelting rain rang out as if Independence Day fireworks had come a week early. The infamous derecho (a long-lasting, widespread windstorm) of late June 2012 had arrived, eventually knocking out power to 3 million residents across the eastern U.S. who had already been suffering from an oppressive heat wave.

Fortunately Scherer, a longtime Costco member, was able to tap into reserve power in the form of a portable generator. "We got the backup generator working within 30 minutes," she says. "We were able to run all major kitchen appliances, air movers, lights, TV and Internet. Having a backup power source allows you to continue with your life and work."

#### **Contingency plan**

Ask homeowners and experts alike, and they'll tell you that backup power units can make a huge difference—not only during large-magnitude natural disasters such as Sandy and Katrina, but when less dramatic power outages occur, too. Ponder the consequences of being powerless for a moment: Will you be able to prevent foods from spoiling in your refrigerator or your basement from flood-

ing due to a failed sump pump? How will you keep your family warm in the winter or cool in the summer? Without Internet access or a fully charged cellphone, how will you contact anyone and stay informed?

Arthur Cooper, a Costco member from Randolph, New Jersey, had a generator installed recently to safeguard his home and home-based business. "I got fed up with power outages, as they occur four to six times a year for two hours or more at a time," he says. "Without a generator, that's lost work time."

#### **Jolting numbers**

Cooper's frustration with power outages is not unusual. More than 36 million people were affected by hundreds of power outages in 2011, a 20 percent increase over the previous year, according to data from Generac Power Systems, a generator manufacturer in Waukesha, Wisconsin. Researchers at Carnegie Mellon University have concluded that the average electric utility customer

#### **The Costco Connection**

You'll find a variety of backup power solutions in the hardware aisle at your local Costco warehouse and on Costco.com.

experiences 214 minutes of power outage annually. Yet, only about 14 percent of 78 million single-family homes in America currently own a generator, according to market research firm Frost & Sullivan.

Being prepared for outages and disasters is crucial nowadays, "especially if you have children or aging relatives living with you, and you reside in a region with extreme climate variations," says John Drengenberg, consumer safety director and engineer for UL (Underwriters Laboratories) in Northbrook, Illinois. "The two best backup power options for consumers continue to be portable and [standby] generators."

#### **Plugging into solutions**

Portable generators run on gasoline (8 to 22 gallons a day) or propane gas (four to eight 20-pound tanks a day), produce 2,000 to 10,000 watts and are priced from approximately \$400 to \$2,000. They come in two varieties: conventional, which is essentially a motor connected to an alternator to produce AC power; and inverter, which is more expensive but uses a three-phase alternator to create "cleaner" power that is preferred for sensitive electronics such as TVs, computers and radios.

"Portables allow you to power essential devices by either running extension cords from the generator into your home or by having a manual transfer switch installed on your electrical panel with a generator outlet provided outside," says Todd Welzbacher, vice president of sales for Champion Power Equipment in Sante Fe Springs, California. "They can also be stored in your garage when not needed."

Standby (stationary) generators run on natural or propane gas for extended or unlimited run times, generate 7,000 to 20,000 watts and are permanently installed outside your home and wired to your electrical panel. Standby units, which automatically turn on within seconds when the electricity goes out, are priced from approximately \$1,800 to \$9,000 (professional installation, which is highly recommended, ranges from an additional \$2,000 to \$6,000).

"Standby generators can provide a wholehouse backup power solution," says Kevin Ryan, national sales manager for Generac. "They provide protection 24/7, whether you're home or away. You don't need to worry about running extension cords, and they're safer and quieter than portables."

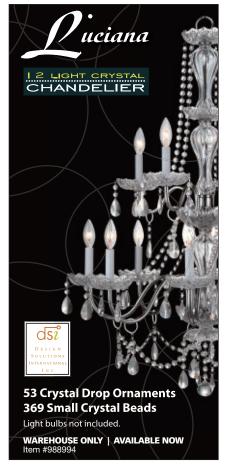
Other backup power products to consider are power inverters, which attach to your car's battery or a solar panel, produce 150 to 2,500 watts (depending on the device) and are priced from \$50 to \$1,000; and small panel chargers, which can charge cellphones and USB devices via solar power and start at \$100.

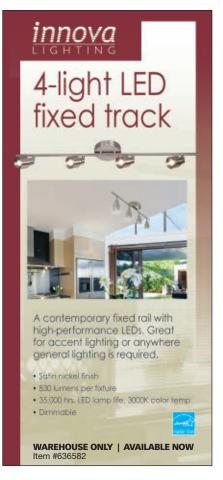
CONTINUED ON PAGE 40



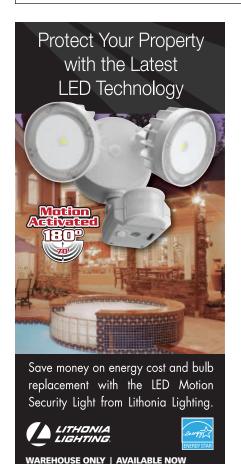




















#### MEDIA BAKERY

#### By Kip Koehler

A BATHROOM REMODEL will not only spruce up your home, it may well return 70 to 90 percent of the money invested by increasing its value, according to OntarioContractors.com, a website designed to help with all aspects of home remodeling and renovation. If your bathroom needs rejuvenation, you first need to consider several important matters, such as settling on a budget, selecting the features you desire and locating a contractor.

#### **Count the cost**

Begin by setting a budget. This is where a wish list comes into play. It should be in a hierarchical sequence, from "must have" to "would like to have." This is also a good time to weigh lofty design ideas against the return on investment you're likely to see. In a modest home, for example, gold faucets are not reasonable.

While there are many options for upgrading your bathroom, it is useful to assign a cost to each item and carefully consider them. Then you can determine which will work best within your budget.

Your bathroom-remodel budget should closely match the increased value you'll realize from the project. Generally speaking, settling for simple upgrades is more financially responsible than shooting for the moon, but some folks find showy upgrades personally rewarding.

#### **Discover your style**

Determining what you want in a remodeled bathroom is a task that should not be

taken lightly. Forethought is the best defense against regret. Gathering design ideas is not difficult. Home-design magazines, displays in home-improvement stores and model homes are great sources for learning what you want and, just as important, what you don't want. My wife and I collected magazine articles and pictures that appealed to us for some time before we remodeled our bathroom, and then decided which of those actually suited us.

This stage of the project requires creativity. For instance, I recommend sofa tables (the long, narrow type generally located behind sofas) as a bathroom-counter upgrade because they're attractive pieces of furniture for displaying above-counter vessel sinks. The fact that they expose the plumbing below is not necessarily a drawback, but it means that, due to an absence of drawers, storage space must be relocated. That can be accomplished with a piece such as a lawyer's bookcase with glass doors, an open bookcase, an angled display ladder or a chest.

#### **Practical matters**

According to David M. Solomon, professor of residential construction at Yavapai College in Prescott, Arizona, an important

#### **The Costco Connection**

Costco and Costco.com offer a variety of bathroom fixtures and accessories, including low-flush toilets, vanities, sinks, lighting and more. part of a bathroom remodel that is easy to overlook is the lighting. He says light levels for cosmetics application, night lighting and day-time hours should be well thought out. Again, you need to balance your ideal solutions with practical limitations.

Completely relocating the room's plumbing is not usually a practical option, for instance, but this does not mean that a tub, for example, could not be turned 90 degrees from its current location if the reason is compelling. This would likely involve installing new flooring, which may be part of the redesign plan anyway.

While you're upgrading, it's a good time to address long-term considerations too. It may be prudent to add safety bars in various bathroom locations if you're getting older, but not yet elderly, or if elderly persons live in or visit the home. A widened entry may also be appropriate. I personally like double doors, wall space permitting.

#### **Begin building**

Bob Smith, a handyman and Costco member who lives in Prescott, Arizona, has remodeled three bathrooms. He says that average homeowners can often handle some of the work. Installing new lights, toilets, sinks, countertops and flooring are likely candidates for a do-it-yourselfer. But he advises leaving more complicated jobs to professionals.

Hiring a contractor who will be on the same wavelength as you is important. Integrity,

CONTINUED ON PAGE 40

#### **POWER PINCH HITTERS**

**CONTINUED FROM PAGE 35** 

#### The right system for you

Patrick McClintock, hardware buyer for Costco Wholesale, says it's important to gauge your power needs before investing in backup power equipment to ensure that the product can handle your desired load. That means calculating the total watts of essential devices powered by electricity, based on startup requirements. Here are some examples.

- Refrigerator: 1,200 watts
- Furnace fan: 1,000 watts
- Sump pump: 2,000 watts
- TV: 500 watts
- Stereo: 500 watts
- Light bulb (incandescent): 100 watts

"The average home needs a minimum of about 5,200 watts during an outage, but it's probably safer to expect a minimum of 6,000 watts," Patrick says. He points out that it's important to remember that, no matter which reserve power product you end up purchasing, it will have limitations and a finite lifespan. However, when operated according to the manufacturer's guidelines and if properly maintained, your unit should provide dependable service for multiple outages.

Costco member Erik J. Martin is a Chicagobased freelance writer who is actively shopping for a worthy portable generator.

#### Spell out the details

An essential aspect of dealing with a contractor involves a well-written contract that spells out every detail of the project, including a time frame for the various steps to take place and for securing the permit. A good resource for writing the contract yourself is www.renovation 101.com, which can be used for assistance on spelling out specific needs.

Do not pay a contractor in advance. Partial payments at various stages of completion are the norm for remodel jobs. This usually includes a 10 percent "hold-back" until the job is completed to ensure that problems are resolved. Should a misunderstanding with the contractor arise, see the licensing board for arbitration of disagreements or correction orders for code violations.

A newly remodeled bathroom pays tangible returns by increasing the value of your home, but should also pay off in pleasure and pride.

Kip Koehler, a former construction consultant based in Prescott, Arizona, is author of Custom Home Do's & Don'ts (2010) and A Better Bathroom (2012).

#### **RESTROOM REVIVAL**

CONTINUED FROM PAGE 39

experience and a solid reputation are key points to verify in your search. One way to start is by interviewing a number of contractors listed in the phone book. Ask for references and follow up on them. Word-of-mouth referrals can also be effective, but they're a little like movie reviews in that people have their own opinions, which you may or may not agree with. Be discerning.

Asking a reputable general contractor about remodeling contractors is another avenue to explore. When candidates explain their approach to the job, listen carefully. Be aware that not all contractors, or their subcontractors, are licensed, insured and bonded. These qualifications are a must, and can be verified by the local licensing board.

### FLOORS THAT STAND UP TO YOUR LIFESTYLE Vineyard Cherry Item #559852 **Beauty, Durability & Easy** Maintenance - Laminate At An Incredible Price! · Extremely resistant to wear, dulling, staining, scratching, fading and dents Spills wipe up with just a damp cloth harmonics® MADE IN THE WAREHOUSE ONLY | AVAILABLE NOW







One little softgel. Twice the joint comfort.

Actual size softgel

#### New MegaRed® Joint Care with Omega-3 Krill Oil

Finally, something that comforts sore joints better than regular glucosamine and chondroitin.† One little MegaRed® Joint Care softgel is a powerhouse for your joint health.\* It combines the power of omega-3 krill oil with hyaluronic acid, a natural lubricant, and astaxanthin, a mega-potent antioxidant, to help relieve oxidative damage in joints and improve the overall health of your joints.\*

Your joints will love it twice as much. And so will you.



60 SOFTGELS

For more information, call 1-800-526-6251.

\* THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

† Based on a 56-day randomized, double-blind, placebo-controlled study. Initial joint comfort may be felt in as little as 7 days, with continued improvement to full effect in 8 weeks.

© 2012 Schiff Nutrition Group, Inc.

## ENERGY FOR LIFE

## UBIQUINOL. The <u>active</u> CoQ10.

Ubiquinol is a vitamin-like substance that is essential to the body's energy production. It is found in the mitochondria, the little "power stations" inside every cell that produce the energy necessary for life.





## Why is Ubiquinol the better CoQ10 for me?

- Ubiquinol is the active antioxidant form of CoQ10 that fights free radicals and helps protect the body's cells from damage
- About 95% of the CoQ10 circulating in the body is in the form of Ubiquinol
- The body's ability to convert ubiquinone into Ubiquinol may diminish with age

	ACTIVE CoQ10	DISSOLVES IN WATER	DISSOLVES IN FAT	SUPERIOR ABSORPTION
Qunol MEGA				
regular CoQ10				

† Regular CoQ10 refers to unsolubilized ubiquinone in oil suspensions in softgels and/or powder-filled capsules/tablets

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Qunol. The Gold Standard in CoQ10.TM





## CLINICALLY PROVEN TO FIGHT SKIN DRYNESS.

SAVE \$2.50 instantly when you buy Dove® Men+Care® Extra Fresh Body Wash. Offer valid 1/31/13–2/24/13.



i

# What floats your boat?

## Assess your needs when buying a boat

#### **By Randy Scott**

BOATING OPENS UP a whole new world of fun and adventure. It is a way for family and friends to bond, to connect with the great outdoors, to explore, play, relax, fish, ski—the list goes on. How much enjoyment you derive from boating, however, depends largely on your first choice: what type of boat to get? Here are some tips to help you chart your course.

#### Matching use with type

If you want to do a mix of skiing, boarding, cruising and fishing, an **open-bow runabout**, or **bowrider**, as it is often called, is probably your best bet. This kind of boat is the bread and butter of the boating industry because of its versatility.

If cruising and overnighting are high on your list, however, you might want to opt for a boat with an **enclosed cabin**. Not only does a cabin provide refuge from inclement weather, but it also can shelter sleeping accommodations, a toilet (or head, in boating jargon) and a small kitchen (galley). Those who like the openness of a bowrider but want to sleep aboard occasionally can investigate canvas enclosure options.

Anglers will appreciate boat models with builtin live wells to store fish and dedicated rod and tackle storage. Many also sport elevated fishing platforms and swiveling pedestal seats. **Centerconsole boats** are favored by a number of anglers because it is easy to work fish around the entire perimeter of the boat.

On the other hand, if your chief desire is to entertain, **deck boats** and **pontoon boats** best facilitate this by offering added seating and features such as sinks and food-prep stations and an enclosed head. A deck boat performs like a runabout, while a pontoon boat is less nimble. However, nothing compares with the stable platform offered by a pontoon boat, especially one outfitted with a third pontoon for added buoyancy (more passenger capacity) and stability.

#### Where will you boat?

Another important consideration is the type of water you will be on. Small boats with low freeboards (the distance from the water to the top of the deck)

are fine for protected bodies of water, but if you plan on boating on large bodies of water, bigger is better. Big lakes can get as nasty as the ocean during storms. V-bottom boats slice through big waves best and offer the most comfortable ride in rough water.

#### How much horsepower?

Something else to ponder is engine configuration and size. Outboards are often preferred over stern-drives in environments with corrosive salt or brackish water because the motor can be tilted completely out of the water when the boat is docked.

Horsepower is also very important. A boat's base price includes the smallest engine, which may not be adequate for your intended use. Nothing will rob you of joy more than an underpowered boat that struggles to pull Dad up on skis, or that doesn't rise out of the water properly when under way. In such cases, not only will a larger engine perform better, but it will often deliver better fuel economy because it is not always performing at maximum power. If you are going to scrimp, do it with accessories, not horsepower.

#### Don't forget towing capacity

Finally, if you intend to tow your boat, make sure your existing tow vehicle is up to the task. The last thing you want is to buy a new boat and then learn you need a new tow vehicle too. Bear in mind that the published weight for a boat does not include any accessories, fuel (6 pounds per gallon) or the trailer. Add up the weight and make sure your vehicle has a tow rating to handle it.

Do your homework, make the choice that's right for you and your family, and let the adventures begin!

California-based freelance photojournalist Randy Scott has tested hundreds of boats and tow vehicles.

#### The Costco Connection

WHEN IT'S time to buy, contact the Costco Auto Program. A knowledgeable Costco Auto Program boat dealer can steer you in the right direction. With a network of participating Sea Ray, Boston Whaler and Harris FloteBote dealerships available nationwide, finding and saving on the boat of your choice has never been easier. As a Costco member, you'll receive exclusive member-only pricing, additional incentives up to \$3,000 (plus any other available national incentives) and a \$500 Costco Cash card after the purchase (certain restrictions apply). To learn how the program works and to locate a participating boat dealership, visit Costco.com and search: "BOAT8," or call 1-800-816-5177.







#### Now a One-Per-Day formula to reduce menopausal symptoms

- ✓ Still twice as strong vs. other leading brands<sup>†</sup>
- Contains clinically proven Soy Isoflavones\*
- Now each pill twice as strong vs. original formulat

## JUST ONE CAPLET PER DAY!

WAREHOUSE/COSTCO.COM | AVAILABLE NOW



† Twice as much Black Cohosh

'THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FDA. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT ANY DISEASE.

We provide

## **HIGH QUALITY FOR YOUR HEART**

Three easy ways to help maintain a healthy heart and cardiovascular system:



CHOLESTOFF® PLUS is clinically proven to lower cholesterol.



FISH OIL delivers the critical omega-3s EPA and DHA to help support heart health.†



COQ10 helps support heart function and cellular energy production.†





Nature Made Made To Higher Standards: YOURS

Products containing at least 400 mg per serving of plant sterols and stanols, eaten twice a day with meals for a daily intake of at least 800 mg as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. One serving of Nature Made CholestOff® supplies 900 mg of plant sterols and stanols per serving for a daily intake of 1800 mg.

Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease. † These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. WAREHOUSE/COSTCO.COM **AVAILABLE NOW** 

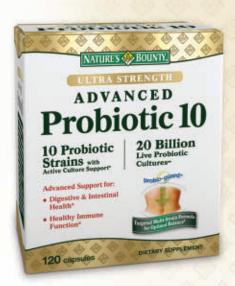
Item numbers vary

## PROBIOTIC 10

## A PERFECT 10 FOR YOUR DIGESTION.

#### Everyone's talking about probiotics. Here's what you need to know.

Did you know that what's happening in your digestive tract affects your overall health? All food — even the healthiest choices — needs to be processed correctly to get the maximum nutritional benefit. It's important to take care of your digestive health so you can get the most out of what you eat. That's why Nature's Bounty® created Ultra Strength Advanced Probiotic 10.





## So what can Ultra Strength Advanced Probiotic 10 do for you?

Nature's Bounty® Ultra Strength Advanced Probiotic 10 contains 20 billion live probiotic cultures.\*\* Contained within these 20 billion live cultures are 10 distinct probiotic strains. More than 400 species of microorganisms live in the adult human digestive tract. So Ultra Strength Advanced Probiotic 10 delivers a wide range of unique probiotic microorganisms in a highly concentrated formula! That means you get the benefits of targeted multi-strain support to keep your

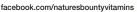
## Do probiotics help support the immune system?

digestive system in optimal balance.\*

A large percentage of your body's immune-system cells are contained within your gastrointestinal tract.

Probiotics help maintain healthy intestinal balance, providing support for immune health.\* A healthy digestive tract helps maintain overall immune-system health.







**photo** contest

# t gave us your





Second Place, Ho Yi

#### The United States' **Photo Contest winners**

The theme of the 2012 Costco Photo Contest, Give Us Your Best Shot, elicited 39,748 entries. This year's contest, which was open to Costco members from 618 Costco warehouses in eight countries, resulted in vibrant, sometimes breathtaking photos from every country in which Costco operates. Here are the winning U.S. members' photos, along with the International Grand Prize winner from South Korea.

First Place, Daniel Rick Severn, Massachusetts

#### Blue ribbon moment (above)

DANIEL RICK always takes a photo when his daughter, Morgan, enters a 4-H show with her horse, Dewey. But at this show in Linthicum, Maryland, Dewey took first place for the first time, and when Morgan stretched for a congratulatory kiss, her father was there to capture the moment.

"Morgan pulled him down to her level to give him a thank-you kiss, and I happened to get the shot right at the time they both closed their eyes," says the proud father. "I think the photo is nice, but most of all the moment of capturing both subjects having closed their eyes at the same time is remarkable."

Rick heard about the Costco contest when he was picking up copies of the photo from his local Costco 1-Hour Photo Center. "The employee mentioned that there was a contest and they liked the picture and thought we should enter the contest," he explains.

For his winning entry, Rick was awarded a \$1,500 Costco Cash card.—Tim Talevich

Second Place, Ho Yi Bakersfield, California

#### Flower power (above middle)

FOR HO YI, photography is more than a hobby: It's a way for the busy Costco member to communicate with people.

"I take photos to record my life and memories," she tells The Connection. "It's not only to keep for myself, but to share with others."

What's the message behind her secondplace-winning photo?

"I really love the wildflowers; they're really beautiful," she says. "I've been thinking that my daughter is my flower."

Yi says that her photo was taken in the spring of 2010, when she and her daughter drove out to the see the flower-covered fields about an hour away from her home.

Her online community of shutterbugs provided enough positive feedback that when an ad for Costco's photo contest caught her eye, she thought, "Why not?" Her lastminute entry marks the first contest she's entered since she picked up a camera 20 years ago.

Yi plans to share her \$1,000 Costco Cash card with her family, citing their constant support of her hobby.—Stephanie E. Ponder





International Grand Prize, Soongon Hong



**Third Place** Julie Clegg Issaquah, Washington

#### Say "cheese" (at right)

JULIE CLEGG is a professional photographer in Issaquah, Washington, who specializes in animals and people. A dog owner herself-she has two yellow Labs named Bailey and

Banjo (www.baileyandbanjo.com)—she met a Great Dane puppy named Parker while doing a photo shoot for City Dog Magazine.

"He ended up being cover dog for that issue," she says. "I always loved the shoot and the picture. He has such a fun look on his face that just captured the whole fun day of shooting."

Clegg used a Canon 5DMII with a 24-105 mm lens.

For her third-place win, Clegg received a \$500 Costco Cash card. When asked [in December] how she planned to use it, she replied, "Maybe some Christmas gifts, stock up on some groceries and get some more ink for our printers." No word on whether the win helped her play Santa.

And maybe, if they were good dogs, Bailey and Banjo got a treat or two, too.—Steve Fisher

#### **International Grand Prize**

Soongon Hong Yangpyung, South Korea

#### Steaming noodles

SOONGON HONG enjoys going to Muuido, a small island about a half hour off the northwestern coast of South Korea near Incheon, to take photos of wild flowers. The island, accessible by ferry, is also popular among tourists and photographers for two lovely beaches and an abundance of shellfish—a delight, given the island's proximity to South Korea's thirdlargest city.

But on a recent trip, another image caught Hong's attention. As a friend was cooking ramen for breakfast, the early-morning light illuminated the steam from the dish—and a lovely photo was made.

"The back sunlight was so beautiful as it showed the steam coming up from the ramen," Hong tells *The* Connection. He has been an amateur photographer for 20 years.

Hong's photo was chosen not only as the best photo among South Korean entries in this year's photo contest, but as the best of all entries from the eight countries where Costco operates. As the winner of the International Grand Prize, he received a \$2,500 Costco Cash card.—Tim Talevich

FOR MORE WINNERS, SEE PAGE 50

#### **U.S. honorable mentions**







## Clockwise from top left:

- A. *Carrie Lyon*Bonnie Lake,
  Washington
- B. Kirsten Belloni Anchorage, Alaska
- C. Stephen Lim Loma Linda, California
- D. Missy Morrill Newark, California



#### **International First Place winners**











#### Clockwise from top left:

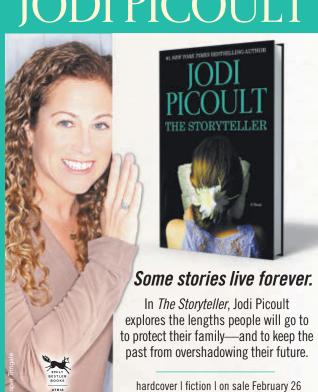
- A. Chun-Hung Chen, Taiwan
  B. Byungjoo Kim
  South Korea

- C. Jennifer Lawson United Kingdom D. Reine-May Crescence Canada
- E. Vanessa Jones, Australia
- F. Paola Villauerde, Mexico
- G. Mika Arikawa, Japan











#### NEW FROM AWARD-WINNING AUTHOR DANIEL STASHOWER

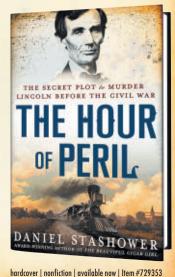
"The world's most famous private eye saves Abraham Lincoln's life—and perhaps the Union itself? Sounds like fiction, but in Daniel Stashower's riveting new book,

it's all true.

It's history that reads like a race-against-the-clock thriller."

—HARLAN COBEN





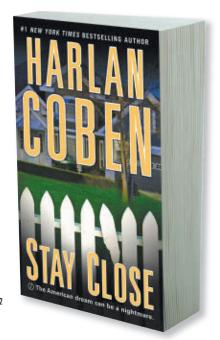
Item #731464

## Desperation can lurk behind the prettiest facades

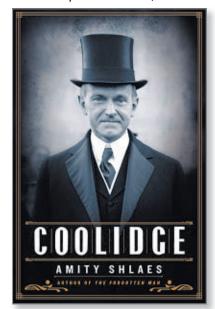
A soccer mom who

once led a wild life. A talented photographer working at a dead-end paparazzo job. A washed-up detective who can't let go of a cold case. Three people, living lives they never wanted, must confront the dark side of the American dream in *Stay Close*, new from the #1 best-selling author Harlan Coben.

Signet | paperback | fiction | on sale February 12 | Item #729052



#### The country we once were, and can be again



Harper | hardcover | nonfiction | on sale February 12 | Item #731461

Amity Shlaes reexamines America's 30th president and the decade of unparalleled growth that the nation enjoyed during his leadership. From Calvin Coolidge's rise from a tiny town in New England, to his difficult time at Amherst College, up through Massachusetts politics, he was an improbable selection for president. However, once he took office, he restored national trust after a divisive period of excess and corruption. He lived by example. Coolidge reminds us of qualities we can use today.

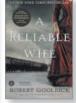
## Exciting reads for a long winter's night

A daughter hopes to reunite a family in their homeland, but old grudges die hard in All This Talk of Love. One man's deception tears two families apart in Silver Sparrow. And in Heading out to Wonderful, Charlie Beale, a handsome and charismatic man, returns from World War II to make his new home in a sleepy village in Virginia—and the town will never be the same. Don't miss the latest from the talented author of A Reliable Wife.









Algonquin Books | paperback | fiction | available early February | Item #729363

ne early rebroary | nem #727303



## Home is where your art is

#### Author explores ideas of patriotism, family

#### By Stephanie E. Ponder

ALEX GEORGE HAD been living in the United States for two years when he started kicking around ideas for his next novel. It was 2003, and he was the author of four novels that had been published in his native England, where he had also worked as a corporate lawyer. After exploring a couple of ideas, George began to think about his move to the U.S. "What I did was examine my own ambivalent feelings and give those to two characters," he tells *The Connection* from Columbia, Missouri, his adopted home. "It was cheaper than therapy."

His introspection led to this month's Book Buyer's Pick, A Good American. The novel begins with a quick courtship between Frederick and Jette, then follows several generations of the Meisenheimer family. Grandson James recounts the family's story, from his grandparents' emigration from Germany to their setting down roots in the fictional town of Beatrice, Missouri. George gave his positive feelings—of wanting to adapt to the new country—to Frederick, and the negative ones—of clinging to one's native tongue and traditions—to Jette.

Even though George says his is a very organic and informal writing process, he was certain of a few details. For instance, he knew where he wanted to set the novel. "Missouri is often considered a flyover state, but there's something very American to it," he explains. "I wanted to subvert expectation. Had the book been set in Chicago, it would have been more familiar."

Once he had the setting, he knew, based on the state's history, that the immigrant couple had to be from Germany.

#### Signed book giveaway

COSTCO HAS 50 SIGNED COPIES of Alex George's A Good American to give away. To enter, go to Costco.com, search for "FebBookPick" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: Alex George, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088.

NO PURCHASE, PAYMENT OR OPT-IN OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

Purchase will not improve odds of winning. Sweepstakes is sponsored by Perguin Group, 375 Hudson St., New York, NY 10014. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by March 1, 2013. Winners will be randomly selected and notified by mail on or before April 1, 2013. The value of the prize is \$15. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Penguin Group and their families are not eligible.

George, who is passionate about jazz, even found a way to incorporate that interest by having the couple disembark in New Orleans, where Frederick has a fleeting exposure to legendary cornetist Buddy Bolden in the French Quarter. That timing—the early 1900s—then dictated "various markers I knew I couldn't avoid," says George, such as Prohibition, John F. Kennedy's assassination and both World Wars, including Frederick's chance encounter with Harry S. Truman.

The one thing he couldn't foresee was how long

the process would take. After finishing the novel, he sent it to several publishers before realizing he needed to make some changes. He began by consulting a rejection letter from Penguin Group's Amy Einhorn. After a "massive rewrite" he sent the edited manuscript back to Einhorn, who guided him through more changes.

For example, the restaurant that features so prominently in the story started out as a barbershop. Making that change allowed George to introduce another one of his personal pas-

Alex George duce another one of his personal passions: food. And, he says, "Suddenly it gave all of the women a job. The restaurant became a character and mimicked the influence of American life [on the family]."

From beginning to end, the novel took seven years to complete. In all fairness, he notes, he also used that time to study for the bar exam and open his own law practice.

Before he heads to his law office, George's current routine includes dedicating the hours from 5 to 7 every morning to writing. "It's the slow way to write a book," he jokes.

That said, he adds that he's working on his next novel and knows that his deadline is much tighter than the time it took to complete *A Good American*. Of his strict timeline he says, "It does rather focus the mind."

After all the talk of immigration and adaptation, it's only natural to wonder where George considers home. "They say home is where the heart is," he says, before adding that after a recent visit to England with his two children he's beginning to think he could move back.

"Obviously it's a more complicated and nuanced answer than that," he explains. "When I go back, there's a sense of the past rushing up on me, which I can't escape from....

There's a wonderful comfort there"



I HAVE NEVER known any other home but Seattle. Because I've lived here all my life, I've taken a keen interest in stories—real and fictional—about people who leave the only home they've known to put down roots in some foreign and faraway place. This month's pick, Alex George's A Good American, is an ideal example of just that kind of experience.

Jette and Frederick Meisenheimer leave Germany in 1904. The ship they're on takes them to New Orleans, a place with entirely new sights and sounds and language. Tired of traveling, and with a new baby to tend to, the couple settles in Beatrice, Missouri. Their story, and the story of the next three generations, is filled with questions of patriotism, acceptance, family and the meaning of home.

For more book picks, see page 55.



FRANCE FREEMAN

assistant buyer, books

HAPPY BIRTHDAY

Random House hardcover | fiction |

available mid-February | Item #729210

## Hey, America—time to get reading!

The National Education Association's Read Across America is a huge national partyan annual reading motivation and awareness program that grows bigger and more important each year, teaching children not just to read, but to love reading. In 1997 a small task force at NEA came up with a BIG idea to get kids excited about books and about reading. They figured the perfect day to kick it all off would be Dr. Seuss' birthday. So on March 2, 1998, the largest celebration of reading was born.

Now at this time each year, in cities big and small, all across the nation, teachers, publishers, students, parents, librarians, politicians, actors, athletes, and others take the time to recognize the importance of reading with activities and events.

> Last year 45 million people took part in the festivities. This year, join in the fun and we'll make it 45 million ... and one!

It's important to keep reading all year, not just on this special day or during this month, but 365 days a year. So come to Costco for your favorite books ... and get reading!



Random House | hardcover | fiction | available mid-February | Item #647212

Dr. Seuss properties TM & © 2013 Dr. Seuss Enterprises, L.P. All Rights Reserved. TM & © 1997 Dr. Seuss Enterprises, L.P., and NEA. Cat in the Hat image. TM & © 1957 Dr. Seuss Enterprises, L.P. All Rights Reserved.







#### It's never too early to start reading!

Take children step by step into the wonderful world of reading on their own with this collection of phonicsbased beginning readers.

Each book features at least 10 stories with beloved characters so kids will want to read the stories over and over again. Choose from any of the many titles available.

See digital editions for video.



Multi-publisher | hardcover | fiction | available mid-February | Item #645901

#### Read your Captain Underpants today!

With over 50 million books in print, he's the superhero in his skivvieshe's the amazing Captain

Underpants. He's battled the Naughty

Cafeteria Ladies and Professor Poopypants, and even wrestled the Wicked Wedgie Woman. Now George and Harold take on Tippy Tinkletrousers and his time-traveling shenanigans.

Scholastic | hardcover | fiction | available now | Item #729161

#### Turn the ordinary into an Emeraldalicious world!

From the best-selling Pinkalicious book series comes a sparkly green adventure! In Emeraldalicious, Pinkalicious combines magic, love, and imagination to turn a



run-down park into a greenatastic garden. Together, Pinkalicious and Peter take turns making wishes, showing their love for making the park a more pinkatastic place!

HarperCollins | hardcover | fiction | on sale January 29 | Item #586406

#### Boynton's best

What's better than one book? A threebook pack, of course! Reading is fun with Sandra Boynton's colorful characters.







#### New from Patterson's epic saga

Whit and Wisty Allgood find themselves at odds for the very first time when a

mysterious stranger named Heath enters their lives. Now the powerful brother and sister must find a way to rally together before the world they recently saved collapses in The Kiss, new from James Patterson.



Hachette | hardcover | fiction | available early February | Item #728582



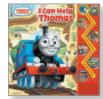
#### Make reading interactive

Take reading to another level with books that talk back! As kids follow the

story they press the corresponding buttons to hear sounds and voices. Participate in the

story, and encourage hours of imaginative play with the many titles to choose from.

Publications International hardcover | fiction | available early February | Item #709403



WAREHOUSE ONLY

Books may not be available in all locations. All book jackets are subject to change. Political opinions expressed in books carried by Costco in no way reflect the opinions of Costco's management, buying staff, or The Costco Connection.

## **Book buyers' picks**

#### **FICTION**

Silver Sparrow, by Tayari Jones. From the opening line, "My father, James Witherspoon, is a bigamist," Jones had me hooked on this, her third novel. Set in Atlanta in the 1980s, Witherspoon has a public family and a private family. When daughters from each of the families meet, only one knows of their blood ties. The two form a friendship that is destined for shocking revelations. Jones gives readers a captivating story about friendship, family and, above all, secrets.

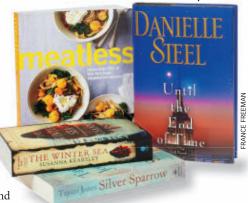
—Shana Lind assistant buyer, books

The Winter Sea, by Susanna Kearsley. Given a choice, I read historical romances. What sets this book apart in the genre is the idea of a writer uncovering what seems to be ancestral memories. Carrie McClelland hopes to turn a nearly successful attempt by James Stewart to reclaim the Scottish crown in 1708 into the basis of her next best-selling book. As she writes, she discovers that her novel is more fact than fiction and that she might be the only person to know the truth behind what happened so many years ago.

> -Beth Alley inventory control specialist, books

Until the End of Time, by Danielle Steel. Steel introduces readers to Bill and Jenny, who leave New York City for rural Wyoming. No matter what, the two know their lives will be forever linked. Nearly 40 years later, a publisher receives a manuscript written by an Amish woman. He falls in love with the book and then its author, who will be shunned by her family if the two are to be together. The notions of fate and destiny are not small ideas, and Steel handles them with skill and ease.

—Lindsay Bubitz assistant buyer, books



#### **NONFICTION**

Meatless: More Than 200 of the Very Best Vegetarian Recipes, from Martha Stewart Living. I grew up on a farm and am not, by any stretch of the imagination, a vegetarian. However, I am interested in finding tasty dishes that don't call for meat. With more than 200 recipes, all accompanied by gorgeous full-color photos, this cookbook is a great source of inspiration. From casseroles to sandwiches, and pizzas to salads, readers will find information on preparation techniques, how to build flavor and ways to add protein. (This book will be available late in the month.)

—Jonna Erickson-Outlaw assistant buyer, books

# ANYTIME, ANYWHERE WITH DIGITAL COPY



















PG @



## Blu-ray™ Combo Packs to Watch Your Movie Anytime, Anywhere!

- High-Definition Blu-ray™ Disc Is Perfect for Your HD TV
- DVD for Your Desktop, Laptop or Car
- Digital Copy™ for On-the-Go Viewing on Your Portable Media Player, Smartphone or Tablet
- And All of These Great Titles at a Great Value: Mirror Mirror • Chronicle • The Descendants • We Bought a Zoo • The Three Stooges • The Big Year | Item #727873 This Means War • Knight and Day • The Tree of Life • What's Your Number? • In Time • Rise of the Planet of the Apes | Item #727740

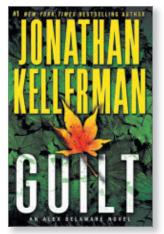
See digital editions for video.





© 2013 Twentieth Century Fox Home Entertainment LLC. All Rights Reserved. TWENTIETH CENTURY FOX, FOX and associated logos are trademarks of Twentieth Century Fox Film Corporation and its related entities.

#### Fiction, fantasy, and reality—Random House has it all



#### The dark side of celebrity privilege

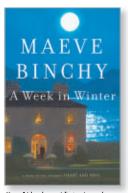
When an infant's body, buried 60 years ago, is unearthed in an upscale L.A. neighborhood, LAPD homicide detective Milo Sturgis and psychologist Alex Delaware are called to draw out the disturbing truth. The two stir up the past and bring to light a tale of a beautiful nurse with a mystery lover, a handsome doctor, and a hospital with a notorious reputation—all long gone. But the case takes an unexpected twist and they are forced to enter the sheltered world of celebrity and discover an unimaginable monster in *Guilt*, new from Jonathan Kellerman.

Ballantine | hardcover | fiction | on sale February 12 | Item #729351

#### Who better to catch a criminal than a criminal?

When a casino robbery in Atlantic City goes terribly awry, the man who orchestrated it is obligated to call in a favor from a man called Jack—a criminal's criminal. The fixer has only 48 hours until the \$1.2 million literally explodes. Not knowing who to trust—and with the FBI hot on his trail, it'll require every bit of Jack's skill and ingenuity to get his man. Sophisticated and riveting, *Ghostman* announces the arrival of an exciting new crime writer.

Knopf | hardcover | fiction | on sale February 12 | Item #729343



**Knopf** | hardcover | fiction | on sale February 12 | Item #731452

master interpreter

called to investigate

Jeremy Logan is

## A restful inn by the sea

Spend a week with an odd group of travelers as they visit a small town on the coast of Ireland. The unforgettable cast brings their own life issues to their holiday at Stone House, while sharing

their secrets and dreams in A Week in Winter.

# An ancient curse Strange things begin to happen when a rumored cursed crown is unearthed at an archaeological dig on the Egyptian border. History professor and

Anchor | paperback | fiction | on sale February 26 | Item #731470

in *The Third Gate*, a new thriller from Lincoln Child.



**Broadway** | paperback | fiction | available now | Item #731473

## Can we ever escape our secrets?

The international thriller that Patricia Cornwell says is "bristling with suspense" is about an American abroad who finds herself in a complex web of intrigue.

The Expats, Chris Pavone's fiction debut, introduces a writer of tremendous talent.

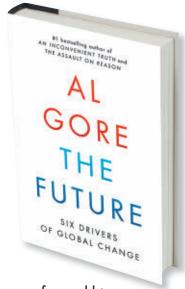
#### It's better to give than to receive

On assignment, reporter Reuben Golding

checks into a secluded mansion. An evening of romance is shattered by violence when he's attacked and bitten by a beast he cannot see, propelling him into a mysterious new world. Don't miss *The Wolf Gift*, new from Anne Rice.



Knopf | paperback | fiction | available now | Item #731473



#### A map of a world to come

Al Gore, former vice president and best-selling author of *An Inconvenient Truth*, gives his frank assessment of six critical drivers of global change in the decades to come. With cutting-edge research on major issues—including the global economy, foreign relations, the digital and biotech revolutions, and climate crisis—Gore offers a sober and ultimately hopeful forecast in *The Future*.

Random House | hardcover | nonfiction | available now | Item #731454



Crown | paperback | nonfiction | available now | Item #729360

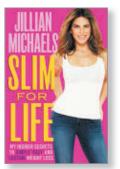
## The value of introverts

Drawing on cutting-edge research, Susan Cain charts the rise of the extrovert ideal in the 20th century and explores its farreaching effects—showing how we've

overlooked one-third of the population. *Quiet* will change the way we see introverts and how they see themselves as well.

#### Your personal trainer at home

Jillian Michaels has helped many contestants and millions of viewers shed unwanted pounds as a trainer and life coach for NBC's hit series *The Biggest Loser*. Now, in *Slim for Life*, she shows readers her insider secrets for taking off the weight and keeping it off.



Crown Archetype | hardcover | nonfiction | on sale February 12 |



THIS IS A great time of year for DVDs. With the award season upon us, a few late arrivals have been the subject of industry buzz. Here are some new titles available at Costco this month. (Also available in Blu-ray except where indicated.)

Bully (2/12). Chances are everyone reading this has been a victim of bullying, knows someone who was bullied or was a bully. The issue has been receiving more attention in recent years because the results of bullying can be deadly. This award-winning documentary doesn't resort to dramatizations or pontifications, but simply presents the stories of children and families who have been affected by the problem. It is quietly heartwrenching. Watch it and you may be motivated to do something to stop the problem. PG-13 (Standard DVD only)

Skyfall (2/12). Daniel Craig's third outing as James Bond was directed by Academy Award winner Sam Mendes, who reinvigorated the 50-year-old film series. Stunning settings, intense action sequences and deep character development led numerous top critics to declare it the best or one of the best Bond films of all time. Someone gets hold of a computer file containing the names and locations of all MI6 agents. To get it back before they are all eliminated, Bond—amidst challenges to his competence—has to track down an evil

mastermind with a grudge against MI6 (the memorably creepy and malevolent Javier Bardem, who manages to infuse his menace with humor). Ralph Fiennes and Ben Whishaw also star. **PG-13** 

Argo (2/19). In November 1979, the American embassy in Tehran, Iran, was taken over by Islamist students and militants. Fifty-two Americans were held as hostages, but six diplomats escaped and took refuge in the Canadian embassy. The CIA launched a wild scheme to free them: Set up a fake Canadian movie and smuggle the six out of Iran, disguising them as part of the film crew. Director Ben Affleck and screenwriter Chris Terrio cleverly weave elements of Hollywood satire into this dramatic thriller that is showing up on many critics' lists of the best films of 2012. Alan Arkin co-stars as a film producer enlisted for the scheme. R

Game of Thrones: Season 2 (2/19). If your taste runs to fantasy worlds, this is for you. Based on the best-selling book series by George R.R. Martin, it is epic entertainment in every sense of the word. With excellent production values, high-quality acting and writing, thrilling action sequences and dragons—you can never go wrong with dragons—the ambitions and intrigues of the good and bad inhabitants of Westeros will keep you on the edge of your seat. TVMA

Game of Thrones (top) rules FOX SEARCHLI for a second season. The Sessions (inset) brings real-life to the big screen.

Indie assortment (2/26; sold separately). These unique, award-nominated films will take viewers along three very different paths.

Based on the poignant autobiographical writings of California-based journalist and poet Mark O'Brien, *The Sessions* (R) tells the story of a man confined to an iron lung who is determined—at age 38—to lose his virginity.

In a ramshackle bayou community, a 6-year-old girl (Quvenzhané Wallis) exists in a dream state of imagination in *Beasts of the Southern Wild* (PG-13). Her fantastic world is thrown into jeopardy by a violent storm and her hot-tempered but ailing father.

The Master (R) unfolds the journey of an unbalanced World War II Navy veteran (Joaquin Phoenix) who arrives home from war and is drawn into The Cause and its charismatic leader (Philip Seymour Hoffman). Also stars Amy Adams. ■



**Tablet or smartphone?** See a preview of *Skyfall* in our digital newsstand and online editions.

# Nature, Wellness & Science.

I f you're a statin medication user, you probably already know that CoQIO can replenish what statin medications deplete.\*\* trunature CoQIO is a smart choice for statin users, and for anyone who wants to support a healthy heart, energy production and antioxidant health.\*





Visit Costco.com for additional trunature° items.

# Stayin The new and improved CPR alive

#### By Alice Shapin

OUT FOR A 10-mile run on a beautiful Florida day, 52-year-old Costco member Tom Maimone collapsed at mile nine in a neighbor's driveway. Luckily, Tom Elowson, also a Costco member, was driving by when it happened. Immediately, Elowson jumped into action and started chest compressions while humming the Bee Gees' "Stayin' Alive" (to maintain the correct pace) as a neighbor called 911. "I had never had any formal CPR training," says Elowson, who had seen the Today show's Matt Lauer demonstrate Hands-Only™ CPR and remembered it.

When the paramedics arrived nine minutes later, they shocked Tom's heart. Tom survived, but most people in this situation don't. The American Heart Association (AHA) says that nearly 400,000 Americans experience cardiac arrest outside a hospital every year, and almost 90 percent die. Dr. Alson S. Inaba, division head of pediatric emergency medicine at the Kapiolani Medical Center for Women and Children in Honolulu and a Costco member, says, "When someone is in sudden cardiac arrest, [with] the

The Costco

Connection

**Every Costco location is** 

sell AEDs.

abrupt loss of heart function, just calling 911 and waiting for the paramedics isn't enough. By the time the paramedics equipped with an automatic arrive, the chance of external defibrillator (AED) survival is often zero."

and personnel trained to For years CPR use the device. Costco began with the A-B-C and Costco.com also sequence, which starts with the procedures that rescuers find most difficult,

namely, opening the airway and delivery of breaths, followed by chest compressions.

But in 2010, AHA guidelines changed from the A-B-C sequence to C-A-B, putting compressions first. Furthermore, the AHA emphasized the need for a compression rate of at least 100 per minute and a compression depth of at least 2 inches in adults.

AHA courses in CPR teach doing the C-A-B sequence until an automated external defibrillator (AED) arrives. AEDs are portable machines that monitor the heartbeat of

#### Help save a life

Remember the basics:

Call 911 or have someone call for you.

Yell for someone to find an AED.

- Start chest compressions by pushing hard and fast on the lower half of the breastbone, at least 100 beats per minute and 2 inches deep, until the AED or emergency services arrives. (Separate guidelines exist for children.)
- Watch the video at www.heart.org/ handsonlycpr.
- Take a course: Go to www.heart.org/ cpr and click on "Find a Course" or call 1-877-AHA-4CPR (242-4277); you can also contact your local hospital or firehouse to see if they have a course.—AS

a person who may be in sudden cardiac arrest, determine if a shock is needed and administer the shock. According to the AHA, if you start CPR right away and then use an AED, you will have the best chance of saving a life. AEDs are easy to use and are found in many public areas. (Some people

have one in their home.)

Dr. Inaba adds, "Many times bystanders [are] too afraid to do anything. They think that they might do further harm to the person. But you cannot hurt or harm someone who is already dead. After years of research it was found that Hands-Only CPR can be a simpler and more comfortable alternative to the con-

ventional procedure."

To mitigate bystanders' fear of CPR, Dr. Inaba made Hands-Only CPR even easier. He discovered that the song "Stayin' Alive" has about 100 beats per minute—the same rate the AHA recommends for CPR chest compressions.

Dr. Inaba says, "If you're unwilling or unable to do conventional CPR [which involves both chest compressions and rescue breaths], call 911 and push hard and push fast on the lower half of the victim's breastbone to the rate of at least 100 compressions a minute." Sing "Stayin' Alive" (or have someone nearby do it) to help you stay on track. And, he adds, "When either Hands-Only or conventional CPR is started immediately, it can double or triple a person's chance of survival."

To get the word out, in 2012, the AHA launched a major campaign for Hands-Only CPR. A mobile bus is touring cities across

As for Tom Maimone, he's healthy. Plus the two Toms are now great friends and volunteer to spread the word about Hands-Only CPR. C

Freelancer Alice Shapin took a CPR course after writing this article.



#### **Tablet or smartphone?**

You can watch a video clip about Hands-Only CPR on The Connection's digital newsstand and online versions.

# ALLI THE MORE MORE MORE LOSE, THE LOSE, YOU LOSE, YOU LOSE, THE MORE LOSE.

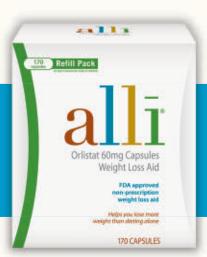
2=3 LBs U

For every 2 lbs. you lose on your own with diet and exercise, we can help you lose one more.

alli can help you reach your healthy weight with ongoing support, lifestyle tips and alli-friendly recipes.

Use as directed. @GlaxoSmithKline consumer Healthcare, LP.

See digital editions for video.



WAREHOUSE ONLY | AVAILABLE NOW | Item #342063





In 2013...

## Wrinkles meet their match.

( stretch marks, too! )

Get two tubes of StriVectin-SD<sup>™</sup> Intensive Concentrate for Stretch Marks & Wrinkles.

#### OUR WRINKLE-FIGHTING HERO. CLINICALLY PROVEN.

- Dramatically diminishes the look of wrinkles fine lines to deep creases
- Improves the color and texture of stretch marks
- Helps repair damage and fight off all visible signs of aging with our patented, clinically proven NIA-114™ molecule

See digital editions for video.



## Discover the Liquid Advantage



#### **ENJOY THE BENEFITS OF LESS JOINT DISCOMFORT!**

Take the #1 selling glucosamine-chondroitin liquid 1-oz.-a-day supplement. Feel the difference and continue doing the activities you love.





Gluten-Free

\*52-week IRI Data – Total FDM & Club, ending 4/15/12

†This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

WAREHOUSE/COSTCO.COM | AVAILABLE NOW | Item 402146



#### Antacids don't relieve gas

Gas-X<sup>®</sup> is specifically formulated to relieve:

- **✓** Pressure
- Bloating
- **☑** Discomfort



\*Rank among OTC brands on 2010-2011 IRI data. ©2013 Novartis Consumer Health, Inc. U\_04634-00



## tebruary **AMD Awareness** Month

AGE-RELATED MACULAR degeneration (AMD) is the leading cause of severe vision loss in adults over age 60, and it affects more than 9 million people in the U.S. over age 40.

The retina is light-sensing nerve tissue at the back of the eye, and its small central portion—the macula—normally provides sharp, detailed central vision needed for seeing objects clearly. In those with AMD, the macula gradually deteriorates, causing loss of central vision.

AMD does not usually cause total



blindness; peripheral (side) vision is typically not affected. But the loss of central, detailed vision does severely limit the ability to recognize faces, drive

a car, read, write or do any close work.

There is no cure for AMD, but early detection facilitates treatments that might delay or reduce the severity of the disease.

#### Who is at high risk for AMD?

- Smokers (research shows double the risk for smokers)
- Caucasians more than other races
- Those with a family history of AMD

According to studies, smoking cessation and eating a healthy diet that includes leafy green vegetables and fish are lifestyle changes that can reduce risk; benefits from other lifestyle changes have not been reported, but a generally healthy lifestyle could have an impact.

#### Early symptoms of AMD

A routine eye exam might catch one of the earliest signs of AMD: tiny yellow deposits under the retina called drusen.

Often symptoms go unrecognized until the condition advances or affects both eyes. See an ophthalmologist for an exam immediately if you experience these symptoms:

- Blur. The first sign is usually a dim, blurry spot in the center of one's vision.
- Color. Changes in color perception are also an early symptom.

To learn about the different types of AMD, visit the National Eye Institute website at www.nei.nih.gov and search "macular degeneration."—David Wight

## Show a little love for your heart



#### By Joseph Hanna

BEING HEART Health Month, February is a good time to show your ticker a bit of tender loving care. A healthy heart beats more than 60 times per min-

ute, which is more than 2.5 billion beats in a lifetime of 80 years. Here are answers to some questions you may have about this priceless organ.

#### How can I get more help taking care of my heart?

Costco pharmacies are hosting Heart Health Awareness Clinics. Your Costco pharmacist can perform a basic assessment of your blood pressure and cholesterol, determine your risk of developing problems, answer any questions you may have and give valuable advice about any necessary next steps with the doctor. Check your local Costco pharmacy for clinic times and dates or visit the Costco pharmacy on Costco.com under "Health & Beauty" for the full schedule of clinics near you.

#### What should I do to keep my heart healthy?

It starts with a healthy lifestyle. The main factors that contribute to heart disease are physical inactivity, obesity, smoking, diabetes, high blood pressure, high cholesterol and excessive alcohol intake. If you have one or more of these factors, it might be time to make changes in your life.

The American Heart Association recommends at least two and a half hours of activity every week for adults to stay healthy. A balanced and nutritious diet also reduces the risk of heart disease and stroke. Regular exercise and healthy eating can reduce blood pressure to normal levels, control blood sugar, regulate cholesterol and increase lean muscle mass while burning fat to manage weight. If diet and exercise aren't enough, you may require medications to help achieve this.

#### How much is too much?

Vigorous activity is good for the heart and muscles, but it can be dangerous to push yourself too hard. Your maximum heart rate based on age is roughly calculated by subtracting your age

from 220. For a high-intensity workout, most healthy people should aim to keep their heart rate between 70 and 85 percent of the maximum heart rate; for a moderate workout, the target range is between 50 and 70 percent. For example, if you are 50 years old,

your target heart rate during exercise should not exceed approximately 145 beats per minute:  $(220 - 50) \times 85 \text{ percent} = 145.$ 

Pushing your heart past this limit can cause strain and damage to the muscle of the heart from overexertion. This is why it is important to consult your doctor before starting an exercise program and to work your way up gradually to good heart health.

Joseph Hanna, B.Sc. Phm., CDE, CGP, is a Costco pharmacy professional services manager.

#### Just for fun: health trivia

- 1. The mighty ticker. Your heart will pump about 56 million gallons in its lifetime. (www.informedhealthonline.org)
- 2. Honey, I shrunk my brain! After age 30, the brain shrinks a quarter of a percent in mass each year. (www.brainhealthand puzzles.com)
- 3. Laugh it off. The levels of two stress hormones—cortisol and epinephrine, which suppress the body's immune system—drop after a healthy dose of laughter. (www. drstandley.com)
- 4. Hair today ... A human being loses an average of 40 to 100 strands of hair a day. (www.science-facts.com)
- 5. Brush it off. Dentists have recommended that a toothbrush be kept at least 6

feet away from a toilet to avoid airborne particles resulting from the flush. (www.dentalgentlecare.com)

- Check your in box. The average office desk has 400 times more bacteria than a toilet. (www.medicalnewsservice.com)
- 7. Dust in the wind. In the average lifetime a person will breathe in about 44 pounds of dust. (www.omg-facts.com)
- 8. Sweet news. Contrary to popular beliefs, chocolate does not cause acne. (www.acne-answer.com)
- 9. Brush to prevent stroke. People who suffer from gum disease are twice as likely to have a stroke or heart attack. (www.webmd.com)—T. Foster Jones



# LANDMARK

When a multivitamin was needed for an 11-year study on long-term health benefits, the one chosen was Centrum<sup>®</sup> Silver<sup>®</sup>

Centrum® Silver® Women 50+ and Centrum® Adults Under 50 also available at Costco.

† Centrum® Silver® currently available in stores has since been updated and improved to reflect advances in nutritional science. This long-term study evaluated the health benefits for men 50 and older. This study did not evaluate the long-term health benefits of multivitamins for women.

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

**WAREHOUSE/COSTCO.COM | AVAILABLE NOW** Item #471831 (Men's 50+), #506232 (Adults 50+), #471863 (Women's 50+), #436175 (Adults under 50)

©2013 Pfizer



#### Discover energy like you've never had before

Starbucks Refreshers® give you a natural boost of energy from green coffee extract and real fruit juice. Delicious, sparkling and lightly caffeinated – available in Raspberry Pomegranate, Strawberry Lemonade and Orange Melon. The latest thing in coffee tastes nothing like coffee.

Finally, energy you can feel good about drinking.





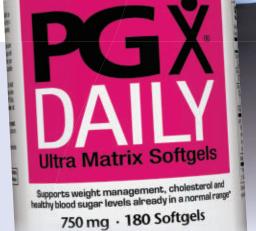


PG X®

"I'm Kathy Smith. For 35 years
I've been teaching people how to feel good and look great through exercise.
Now I've found out that PGX is even more important than exercise!"

- Kathy Smith
World-famous fitness expert

- See digital editions for video.
- Lowers weight\*
- Lowers cholesterol<sup>†</sup>
- Balances blood sugar<sup>†</sup>
- Clinically proven\*



/PGXwillchangeyourlife





@pgxdailylife



gplus.to/pgx

US Patent No. 8062686

Learn more at: 1-800-895-1470 | support@pgx.com

# Technical Problems? WE CAN HELP!



- EXCLUSIVELY FOR COSTCO MEMBERS
- FREE TECHNICAL SUPPORT FOR TVS, PROJECTORS, COMPUTERS, CAMERAS, CAMCORDERS, TOUCH-SCREEN TABLETS AND MP3 PLAYERS
- EASY-TO-UNDERSTAND ANSWERS
- FAST SERVICE
- COMPLETE FOLLOW-THROUGH



Costco Concierge Services provides free technical support, setup help and warranty assistance for any television, computer, camera, camcorder, projector, touch-screen tablet or MP3 player you purchase from Costco.

12M0905A 4/12

## 1-866-861-0450

Available exclusively to Costco members, 5 a.m. – 10 p.m. (PST), 7 days a week, excluding holidays.



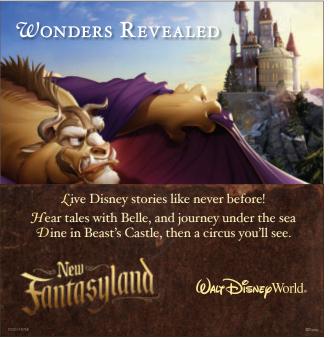
## PLACES TO GO. PRICES YOU'LL LOVE.



QUALITY | VALUE | EXPERIENCE | WOW!

#### FIVE NIGHTS FOR THE PRICE OF FOUR AT SELECT ORLANDO HOTELS\*





# Your trip, now better Up to 35% + \$40 off



#### Plus, Costco members enjoy:

- Additional driver fee waived
- GPS rental discount

**AVIS**<sup>®</sup>

Terms and Conditions: GPS is an optional service and is subject to availability at participating locations in the U.S. at a discounted rate from \$6.99/day (plus tax) to Costco members. Additional driver fee will be waived at participating locations in the U.S. only. The savings of up to 35% with AWD A108393 applies to Avis leisure daily, weekly and weekend rates and is applicable to the time and mileage charges of the rental only. Coupon MUGA103 valid on an economy (group A) and above car class, excluding group X. Dollars off applies to the time and mileage charges only on a minimum five-consecutive-day rental period. Taxes, concessions recovery fee, excluding group X. Dollars off applies to the time and mileage charges of the rental only. Coupon will despite the composition of the

©2012 Avis Rent A Car System, LLC

HARRY POTTER, characters, names and related indicia are trademarks of and © Warner Bros. Entertainment Inc. Harry Potter Publishing Rights© JKR.

(s13)

© 2013 Universal Studios. All rights reserved. As to Disney artwork, logos and properties: ©Disney \*For participating hotels and applicable travel dates, and details and restrictions on Universal 3rd Day Free tickets, click Travel at Costco.com. All prices are in U.S. dollars, are true and accurate at time of printing, are valid for travel as specified, are valid for new bookings only and are available to Costco members residing in the United States. All offers and inclusions are subject to availability and may change or be terminated without notice. Seasonal surcharges, availability, blackout dates and restrictions may apply. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Cancellation and change fees might apply. Travel purchases are not included in the Executive Membership annual 2% Reward program. Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 - Florida registration number: ST 32555 - Hawaii registration number: TAR 5595 - lowa registration number: TA 620 - Nevada Seller of Travel registration number: 2007-0060 - Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state.



#### By T. Foster Jones

AS SOMEONE WHO loves theme parks and movies, I have been particularly interested in the growing trend at some parks to transform movie experiences into live attractions. When I recently walked through Walt Disney World's New Fantasyland and the Universal Orlando Resort, I found myself walking into live stories.

#### **Expanding Universal's universe**

Not resting on its 2010 Harry Potter and the Wizarding World laurels, Universal has been busy upgrading or creating new attractions along this movie-to-attraction theme. The Amazing Adventures of Spider-Man, one of its most popular theme park experiences, is now mind-blowingly better. All-new 4K digital high-definition animation, a new highly sophisticated 3-D projection system, a new music score and new high-tech 3-D glasses let guests experience "spider flight" like Spider-Man himself.

"The Amazing Adventures of Spider-Man was so wonderful before," says comic book icon and Spider-Man co-creator Stan Lee. "But now—with all of the new technology that's

#### **The Costco Connection**

Costco Travel offers a variety of Orlando vacation packages with your choice of *Walt Disney World*® and/or *Universal Orlando*® theme park tickets. To learn more, click "Travel" at Costco. com or call 1-877-849-2730.

been added—it is indescribably spectacular."

And, in the coming months, Universal will be introducing another major new film-based attraction. A \$100 million 3-D ride based on the *Transformers* movies will bring the intergalactic battle between the Autobots and the Decepticons to Florida in summer 2013. Visitors will come face to face with Megatron, dodge explosions and attacks by the Decepticons and fight to save mankind alongside Optimus Prime.

"We want to continue to transform pop culture's most compelling stories and characters into amazing theme park entertainment experiences," says Tom Schroder, Universal's vice president of corporate communications. "To accomplish those things, we must continually push ourselves toward more powerful and innovative attraction experiences."

#### Making Fantasy(land) a reality

The largest expansion project in Walt Disney World's 41-year history, the New Fantasyland doubles the size of the original. Sitting just past Cinderella Castle, the new area features two sections: Enchanted Forest, where visitors will find Belle from *Beauty and the Beast* and Ariel from *The Little Mermaid*, and Storybook Circus, which is inspired by the Disney film *Dumbo*.

"It's really about immersing people in a number of stories, characters and music that they love," says Walt Disney Parks and Resorts Chairman Tom Staggs.

A big part of that immersive quality is the level of detail that Disney brings to, well, everything (even the wait lines at many of the new attractions have been designed to entertain adults or provide play for restless youngsters). From the forest setting and Beast's Castle, to Maurice's Cottage—which creates an experience where the magic mirror becomes a portal into Beast's Castle, and guests can have engaging encounters with Belle and a startlingly realistic three-dimensional Lumière—no element is too tiny to overlook.

"Disney is known for layering in the detail," says Chris Beatty, creative director of New Fantasyland. "Our goal has been to blow away not only casual fans of the films, but also the die-hard fans who know those films forward and backward, and who notice even the most subtle details."

"We live to get even the smallest details right," adds Bruce Vaughn, chief creative executive of Walt Disney Imagineering. "Even the projected snow that can be seen falling outside the windows [of Beast's castle] was inspired by the movie."

"We even spent time with some of the films' original animators, who offered their very personal perspectives on these stories and characters," says Beatty. "All of that research was invaluable as we worked to turn those very familiar film worlds into immediately recognizable physical worlds."

## Think Costco First

Tall in love with your mortgage rate.



Costco Mortgage Program lenders are committed to offering excellent rates and fees tailored to the needs of Costco members.







Save up to \$5,400 over the typical life of the loan.

#### Visit Costco.com and search: MORTGAGE



General Program Disclosures: Services are provided by First Choice Bank, a New Jersey state chartered bank; First Choice Bank is registered or exempt from state licensing in the states it originates mortgage loans. You must be a Costco member to participate in the Costco Mortgage Program.

First Choice Loan Services, Inc. (NMLS# 210764) is a wholly owned subsidiary of First Choice Bank (NMLS ID# 177877), located at 500 Campus Drive, Suite 102, Morganville, NJ 07751. First Choice Loan Services, Inc. is not an agency of the federal government or the HUD/FHA. First Choice Loan Services, Inc. has no affiliation with First Choice Bank, chartered and located in California.

\*Estimated savings are calculated over a 7-year period and are based on a comparison of lender fees, rates and points expressed as an Annual Percentage Rate (APR) of 4.125% for a \$250,000 30-year fixed rate loan with a LTV-80, comparing loans obtained by Costco members through First Choice Lenders from Dec. 1, 2010, to Sept. 30, 2012, to the APR average of national mortgage lenders in a comparative study conducted by Informa Research Services, Inc. Individual savings may vary.

## A fine rum from Costco

**By Romar Nichols** 

IF RUM EVOKES images of ancient sailing ships and warm Caribbean evenings, there's good reason. This fine spirit has its roots in 17th century British colonies on the islands of Barbados and Martinique.

There, early colonists found an ideal climate for growing sugar cane, and sugar production quickly spread around the islands. In the process of making sugar, the mills crushed the canes and extracted juice from them. After extraction, the juice was boiled to inhibit the formation of sugar crystals. The residual juice, a sticky syrup loaded with sugar, was called melazas (from miel, the Spanish word for honey); in English, this became "molasses."

Sugar mill operators soon noticed that when molasses was mixed with water and left out in the sun it would ferment. Before long this former waste product was being distilled into a spirit.

The first rum was produced in Barbados, Brazil and Jamaica. By the late 1700s rum was being made throughout the Caribbean and South America. It soon became popular in New England and was produced there as well. The Rum Sling, made of rum, sugar, water and lemon juice, is considered to be the first American cocktail.

Costco is proud to introduce Kirkland Signature™ Original Spiced Rum, available in select warehouses in states that allow retail liquor sales. (To find out about your local Costco, go to www.costcoconnection. com and search "spirit locator.") Distilled five times on the island of St. Croix, it's blended with natural flavors of vanilla, cinnamon and clove, then bottled at 92 proof to achieve a complex balance of taste and flavor.

This impeccably balanced rum is medium amber in color and features toasted oak with rich notes of vanilla, butter, oak and cinnamon, with a long, semisweet finish of winter spice, toffee and black pepper. Try this rum neat or on ice, as an aperitif or after dinner, or mix it with cola for a classic cocktail. C

Romar Nichols is a Costco buyer for spirits.





Go ahead, dig in.



Kirkland Signature™ Fast Acting Lactase helps prevent symptoms associated with lactose intolerance.

Compare to LACTAID® Fast Act\*

\*This product is not manufactured or distributed by McNeil Nutritionals LLC, the distributor of Lactaid®.

Exclusively from Costco Wholesale WAREHOUSE ONLY | AVAILABLE NOW





# Are you one of the 50 million people who suffer from frequent heartburn?

Lansoprazole 15 mg delayed-release capsules are one of the leading heart-burn treatments recommended by physicians.

Kirkland Signature<sup>™</sup> Lansoprazole offers effective relief you can trust for frequent heartburn—24 hours a day.

A Dose of Quality and Value!

Exclusively from Costco Wholesale
WAREHOUSE ONLY | AVAILABLE NOW
Item #650402

# **LOOK what's NEW**



# **Allergy & Congestion Relief**



Kirkland Signature™ Aller Clear® D-12hr meets or exceeds FDA quality standards. We are confident that you will find that Kirkland Signature Aller Clear® D-12hr offers reliable relief of indoor and outdoor allergy symptoms with significant savings to you, the member. Aller Clear® D-12hr is available behind the counter at your Costco pharmacy.

# Quality and Value for Your Joints





USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements.

See www.uspverified.org.

### Kirkland Signature Glucosamine 1500 mg & Chondroitin 1500 mg

- Glucosamine HCI 1500 mg with MSM 1500 mg
- Optimum Joint Health & Mobility<sup>†</sup>
- Helps Support Cartilage<sup>†</sup>

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# Download your free app today and enjoy everything Costco on the go!

- SHOP ONLINE
- PUSH NOTIFICATIONS
   Receive hot buy or special offer alerts
- REFILL AND CHECK PRESCRIPTIONS
- LOCATE THE NEAREST COSTCO
- VOICE SEARCH
   Quickly find online products
   using the power of your voice
- SPEECH TO TEXT
   Dictate a shopping list to your phone
- QR CODE SCANNER
   Learn more about products, offers or articles in The Connection by scanning QR codes
- UPLOAD PHOTOS FOR PRINTING
   Currently not available for Android devices
- INBOX
   Easily locate notifications
   in one folder Under the More menu







Available from iTunes and Google Play. To download, scan this code or text APP to 71034 for iPhones, COSTCOAPP to 71034 for Android.













D. Round Brilliant A. Multi-Stone Diamond Diamond Heart **Solitaire** Stud Earrings Necklace (0.24 ct) 14kt white gold. Delivered After \$300 OFF

\$499.99 Delivered

B. Diamond **Heart Pendant** (.50 ctw) 14kt white gold. \$799.99 Delivered After \$300 OFF Valid 1/14/13-2/14/13 #723186

Valid 1/14/13-2/14/13

(.75 ctw)

\$999.99

#723192

C. 5-Stone Princess Cut Diamond Ring (2.00 ctw)Platinum.

\$3,999.99

#100006966

#723286

E. Heart Diamond **Earrings** (1.17 ctw) 14kt white gold. \$1,899.99 Delivered #535316

F. Heart Diamond Solitaire Necklace (0.50 ct)14kt white gold. \$1,799.99 #723200

G. Cushion Cut Amethyst Bracelet

14kt white gold. \$629.99 Delivered #667580

H. Amethyst Stud Earrings 14kt white gold. \$159.99 Delivered #575496

I. Wenger Alpine Elite Women's Watch \$89.99 Delivered #679941

J. Pink Sapphire and Diamond Ring 14kt rose gold. \$1,129.99

#598984







All diamonds are minimum VS2 clarity, I color. All items Costco.com only.

Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on www.costco.com. Most online coupons at www.costco.com are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. "Using the product search box located at www.costco.com, please enter the provided search phrase to find the product[s]. Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.

#### **GET THE COSTCO APP TODAY**

And enjoy everything Costco on the go







Order by 11 a.m. PST on February 9 for delivery on February 12 or 13.



36 red roses sit above an oversize brandy glass vase with ivy surrounding the base and lily grass whip accents.

**\$119.99** Delivered #723160



wrapped vase included.
\$89.99

**Delivered After \$10 OFF**While supplies last. #723151

30 Red Roses with 30 Bling Pins and Lily Grass Hearts

Red vase included.

569.99 Delivered
After \$5 OFF
While supplies last.
#723140

30 Pink Roses with 30 Bling Pins and Lily Grass Hearts

Pink vase included. \$59.99 Delivered After \$5 OFF

While supplies last. #723148

Costco.com only.



#### Violet & Claire Ladies Flutter-Sleeve Tops

Two styles, various colors and sizes available.

**\$14.99 Delivered** While supplies last.

Search\*: VCFEBC Costco.com only.

ed d

#### Dilettante Chocolates Majestic Truffle Basket

60 assorted truffles with chocolate basket. Includes 3.5 lbs. of chocolate.

\$59.99 Delivered #358008 Costco.com only.



#### Traveler's Choice 2-Piece Rolling Luggage Set

Includes 21" upright spinner and rolling brief. Available in silver or raspberry. \$79.99 Delivered

#724752 Costco.com only.



Coffique Single-Serve/ Coffee Pod Storage Stand with Milk Frother

\$39.99 Delivered #708532 Costco.com only.



Includes six 2 lb. lobsters. Tuesday through Friday delivery via UPS nextday air. Live lobsters should be cooked or prepared on the day of delivery.

\$149.99 Delivered



#### CityPASS Vouchers

Available for adult or child. Various cities available.

Starting at \$25.99 Delivered Search\*: CPFEBC



CityPASS.

# SHOP COSTCO.COM FOR THOUSANDS OF ITEMS YOU WON'T FIND IN YOUR LOCAL COSTCO.





#### **Birmingham Bonded Leather Swivel Barstool**

Available in brown or black, in 26" or 30".

\$229.99 Delivered Valid 2/1/13-2/28/13

Search\*: BIRMFEBC

Costco.com only.



#### Geneva Bonded Leather Swivel Barstool

Available in 26" or 30".

\$139.99 Delivered

Valid 2/1/13-2/28/13

Search\*: GENEVAFEBC Costco.com only.



#### The Folding Table Cloth for 6' Tables

Various colors available.

**\$29.99 Delivered** Valid 2/1/13–2/28/13

Search\*: TCFEBC Costco.com only.



Swivel wheels

(two locking, two non-locking)

• 28"W x 19.75"D x 36.5"H

\$87.99 Delivered Valid 2/1/13-2/28/13

#723153 Costco.com only.





#### Tornado II Range Hood by Ancona

Available in 30" or 36". 600 CFM motor with slim stainless steel baffle filter, two halogen lights and three-speed electronic controls with time-delay function.

Starting at \$329.99 Delivered

Valid 2/1/13-2/28/13 #100008601 Costco.com only.



#### **Ancona Comfort** 10S Electric **Towel Warmer** and Drying Rack

- Brushed steel finish
- Hard-wire connection
- Wall mount

\$199.99 Delivered Valid 2/1/13-2/28/13

#577317 Costco.com only.



Price and availability are subject to change without notice. Products may include a shipping and handling charge. For details, visit the product page on www.costco.com. Most online coupons at www.costco.com are manufacturers' coupons. State sales tax may be due on the prediscounted price of the item when purchased using an online coupon. These taxes, if any, are in addition to the amount that you are paying for the product. Prices, specifications, availability and terms of offers are subject to change without notice. Taxes and shipping charges are extra, and vary. "Using the product search box located at www.costco.com, please enter the provided search phrase to find the product[s]. Products shipped to Alaska, Hawaii or Puerto Rico will include an additional shipping and handling fee. This fee will be quoted at checkout.

#### your email address GN BECOME A COSTCO.COM INSIDER!

Give us your email address and be the first to know about new items and online-only coupon offers.





#### Assembled Closets by Technik Cabinetry System

Includes complimentary design service and soft-close fullextension drawers. Delivers in approximately two to three weeks.

#### Up to 40% OFF Select Styles

Valid 1/31/13-2/24/13 #11612398 Costco.com only.





#### **Abbott Castle 4-Piece King Bedroom Set**

Includes bed, two nightstands and chest. Made in the U.S.A.

\$2,499.99 Delivered

Valid 2/1/13-2/28/13 #730850 Costco.com only.

Other sizes/configurations available. Price varies by size/configuration.



#### Stanton 4-Piece Queen Bedroom Collection

Includes bed, two nightstands and drawer chest.

\$1,999.99 Delivered

Valid 2/1/13-2/28/13 #723574 Costco.com only. Other sizes/configurations available. Price varies by size/configuration.







#### Adrianne Modular 9-Piece Storage Wall

Available with open or two-drawer base unit. A storage solution for any room in your home.

#### \$1,399.99 Delivered

Valid 2/1/13-2/28/13 #618610 Costco.com only. Various configurations and individual pieces available.

# SHOP COSTCO.COM FOR THOUSANDS OF ITEMS YOU WON'T FIND IN YOUR LOCAL COSTCO.



Mea Bonded Leather Sectional **\$599.99** Delivered

Valid 2/1/13-2/28/13 #725848 Costco.com only.





**Braylen 4-Piece Top Grain Leather Set** Includes sofa, loveseat, chair and ottoman.

\$2,999.99 Delivered

Valid 2/1/13-2/28/13 #701698 Costco.com only.



**Fairmont Bonded Leather** Studded Club Chair **\$299.99** Delivered Valid 2/1/13-2/28/13

#653689 Costco.com only

**Dean Occasional** Table 2-Pack \$149.99 Delivered Valid 2/1/13-2/28/13 #595506 Costco.com only.



Media Console TV not included. \$679.99 **Delivered** Valid 2/1/13-2/28/13 #726221 Costco.com only.

Durham



\$1,699.99 Delivered

Valid 2/1/13-2/28/13 #690292 Costco.com only.

#### SPECIAL OFFERS VIA TEXT MESSAGE

Sign up to receive special offers via text and we will send them right to your phone! Text COSTCO2 to 71034 now!

Message and data rates may apply.







#### Cannon Safe CS24 Executive Safe

UL-listed electronic lock protected by triple-hard plate and relocker system. 30-minute fire-protection safe. 360 lbs., 18 cu. ft.

#### \$549.99 Delivered After \$150 OFF

Valid 1/31/13-2/24/13 #702031 Costco.com only.







#### Swann Defend & Deter Full D1 Surveillance System

- Eight-channel D1 DVR
- 500GB SATA hard drive with HDMI output
- Three x 600 TVL bullet cameras and a 600 TVL pan/tilt smartphone-controllable dome camera

Valid 2/1/12-2/28/12 #666052





#### Swann 1080P Full High-**Definition Surveillance System**

- Four-channel HD SDI DVR
- 2TB hard drive, HDMI output
- Real-time 30 fps at 1080 HD
- Four 1080p HD SDI weatherproof bullet cameras with 260' night vision

#### \$999.99 Delivered

Valid 2/1/13-2/28/13 #728636



Costco.com only



#### Flow Wall System Dream Garage

All-in-one solution to get organized. Combines Flow Wall's five most popular sets into one. Includes 168 sq. ft. of paneling, 12 cabinets, 24 hooks, four shelves and eight storage bins.

\$2,999.99 Delivered

Valid 2/1/13-2/28/13 #677003 Costco.com only.





#### **HP Toner Cartridges**

Broad selection available. Search\*: HPTONERFEBC Costco.com only.



#### Boise X-9 Multipurpose Paper Letter, 20 lb., 92-bright,

5,000 count.

\$37.99 Delivered

Valid 2/1/13-2/28/13 #116127 Costco.com only.





Buy two cases of X-9 Multipurpose Paper #116127 and get a free ream of FIREWORX Powder Pink Paper



## SHOP COSTCO.COM FOR THOUSANDS OF ITEMS YOU WON'T FIND IN YOUR LOCAL COSTCO.



- DMX zone cushioning
- iFit workout SD card technology

\$649.99 Delivered After \$250 OFF Valid 1/31/13-2/24/13 #734075 Costco.com only.

Reebok







#### **GET THE COSTCO APP TODAY**

And enjoy everything Costco on the go Now available from iTunes and Google Play.





#### Silk'n BellaFace **Anti-Aging Skin Device**

Includes Dead Sea mineral cream and Silk'n serum for maximum benefit.

#### **\$199.99** Delivered

Valid 2/1/13-2/28/13 #684754 Costco.com only.





#### Silk'n BellaLite Hair **Removal System**

Includes pre-installed lamp cartridge and two replacement cartridges.

### \$299.99 Delivered After \$100 OFF

Valid 2/21/13-3/17/13 #598608 Costco.com only.

#### Spa Sonic Skin Care System Face and Body Polisher Deluxe Kit

Includes body-polishing unit with five attachments.

#### \$39.99 Delivered

Valid 2/1/13-2/28/13 #728345 Costco.com only.







**Evolution Spas** Signature Saltwater 6-Person, 110-Jet Spa Five pumps, waterfall, AquaBeam II multicolor



#### ► WATCH VIDEO ONLINE

#### AquaTerra Spas Toscano 3-Person, 17-Jet Spa

Two-speed pump, multicolor LED light, cascading waterfall, plugn-play or 220V. Available in mahogany or gray synthetic wood cabinet.

\$2,699.99 Delivered After \$300 OFF

Valid 1/31/13-2/24/13 #11757949 Costco.com only.



#### ► WATCH VIDEO ONLINE

#### AquaTerra Spas Milano 6-Person, 40-Jet Spa

Two-speed pump, multicolor LED light, cascading waterfall, RokSolid shell and more. Available in mahogany or gray synthetic wood cabinet.

\$3,499.99 Delivered After \$500 OFF Valid 1/31/13-2/24/13 #11761038 Costco.com only.





#### **Evolution Spas Santiago** 6-Person, 65-Jet Spa

Two pumps, backlit waterfall, LED underwater light and more. Available in espresso faux wood or gray Tuscany resin cabinet.

\$4,999.99 Delivered After \$1,000 OFF Valid 1/31/13-2/24/13

Search\*: EVOLUTION FEBC Costco.com only.





- · Luxurious and lush green grass year-round
- Great for children and pets
- · Perfect for schools, parks and homeowner associations
- Pregra professional installation available in select areas (additional charges apply)

Search\*: PREGRAFEBC Costco.com only.





#### **SunSetter Motorized Awning**

Turn your deck or patio into a beautiful outdoor room. Available in 16 popular woven acrylic fabrics and 13 laminated fabrics. Various sizes available. Remote control, wireless wind sensor and awning cover included. Free fabric swatches available. Image shown with optional hood (sold separately).

#### \$500 OFF

Valid 1/31/13-2/24/13 #11297398 Costco.com only.



#### your email address BECOME A COSTCO.COM INSIDER!

Give us your email address and be the first to know about new items and online-only coupon offers.



#### Portofino Signature Grand Estate 19-Piece Collection

Includes six-piece sectional, two-piece sofa, coffee and side table, two club chairs, two ottomans, four loungers and full-motion resort umbrella. All-weather woven resin wicker with Sunbrella fabric.

**\$6,699.99 Delivered** #640295 Costco.com only.





Portofino Signature 7-Piece Dining Set

Includes table and six arm chairs. All-weather woven resin wicker with Sunbrella fabric.

\$1,899.99 Delivered #650629 Costco.com only.



Includes five-piece sectional, two club chairs, coffee table and side table. All-weather woven resin wicker with Sunbrella fabric.

\$3,499.99 Delivered #694697 Costco.com only.



#### **Cold Frame** Mini Greenhouses

Polycarbonate panels with rigid aluminum framework. Various sizes available.

Starting at \$99.99 Delivered Valid 1/21/13-2/24/13

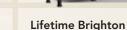
Search\*: CFFEBC Costco.com only.



#### NewAge Products 7-Piece Metal Workshop/ **Garage Cabinet Set**

Fully assembled 24-gauge steel cabinets with powder-coated black/gray or black/red finish.

**\*999.99 Delivered** Valid 2/1/13–2/28/13 #11682985 Costco.com only.



8' x 15' Storage Shed Constructed from UV-protected,

high-density polyethylene plastic. \$1,399.99 Delivered #582589 Costco.com only.





#### Lifetime Convertible Patio Bench

Easily converts from bench to table. **\$149.99** Delivered #574135 Costco.com only.







Now you can do more with the power of Kirkland Signature™ Glucosamine & Chondroitin.\*

- Glucosamine helps the body maintain healthy cartilage.\*
- Chondroitin sulfate helps retain joint fluid to lubricate joints.\*
- Glucosamine and Chondroitin, working together, have been effective in a clinical landmark study.\*†

†The most recent evidence of the benefits of this formula come from a landmark NIH-sponsored study. February 2006



USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.uspverified.org.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



# Our Catch & Release Technology™ Actually Rinses...





### Down the Drain.

#### All Kirkland Signature Ultra Clean

products now come with a patented Catch & Release Technology™ that will prevent stain swapping in your wash.

Exclusively from Costco Wholesale

WAREHOUSE ONLY | AVAILABLE NOW | Item #535413 (Liquid Detergent), #535415 (Free & Clear), #689476 (Detergent Pacs), #572151 (Powder Detergent), #572153 (Powder Detergent with Bleach)







#### **Best of Warner Bros. 50-Film Blu-ray Collection**

This set includes a range of films, spanning 1932 through 2010, with several new-to-Blu-ray titles, including Grand Hotel, Mrs. Miniver and Driving Miss Daisy. Presented in book-style premium packaging, the collection is limited and numbered, and includes a collectible poster and a series of art cards. Item #731950

Warehouse and Costco.com.



#### OshKosh B'gosh **Shortall/Jumper Set**

Big on detail, durable and comfortable, and perfect for play! OshKosh's famous shortall and jumper sets have been refreshed with bright colors, prints and patterns. Choose from an assortment of two-piece sets for boys and girls. Sizes: 3M-24M. Item #684474.

Warehouse only.



Baytowne 6-Piece Sectional Combining all-weather wicker, aluminum construction and Sunbrella® fabrics for durability, this outdoor sectional features a stylish, distinctive weave pattern and tailored cushions, and can be reconfigured in multiple combinations for your outdoor space. Item #639628. Warehouse only.





Coleman WeatherMaster II Tent Sleeps up to 10 people with its 16' x 10' floor size. Features include a patented hinged door and a screened porch with flooring that converts to a bedroom. The WeatherTec™ system's patented welded floors and inverted seams keep water out. Item #696073. Warehouse only.

**Caribbean Resort Package** Costco Travel's newest resort in the Caribbean is the Windsong Resort in Turks and Caicos. The boutique resort, located on famed Grace Bay, offers exquisite condominium units with relaxed yet refined décor. The five-night package includes daily breakfast, a \$150 spa value for Executive Members and more. For package prices and details, click "Travel" at Costco.com or call 1-877-849-2730.

# Kirkland Signature VitaRain water

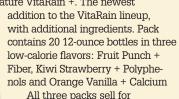
HEALTH AND DIETARY specialists suggest drinking lots of water. But why drink only plain water when you can also drink Kirkland Signature™ VitaRain water, enhanced with extra benefits?

Kirkland Signature VitaRain water now comes in three different varieties.

■ Kirkland Signature VitaRain SPORT low-calorie sport drink helps quench your thirst. Pack contains 30 16.9-ounce bottles in three flavors: Lemon Lime, Orange and Fruit Punch

■ Kirkland Signature VitaRain ZERO. This no-calorie drink has a new look and some new flavors, but it is still enhanced with vitamins. Pack contains 24 20-ounce bottles in three flavors: Dragonfruit (with B vitamins), Acai/Blueberry/Pomegranate (with antioxi-

dants) and Raspberry Green Tea (with multivitamins) ■ Kirkland Signature VitaRain +. The newest



\$9.99-\$10.99 each, which represents up to a 34 percent savings over other enhanced water beverages. Item #206060, 667995, 666654.

Warehouse only.



Includes six Duracell batteries. Item #654427. Warehouse only.





#### **Simpson Electric Pressure**

Washer This machine is good for household jobs such as cleaning siding, patios, walkways or decks. The Simpson features a pressure of 1700 psi and pushes 1.3 gallons of water per minute, cleaning in a fraction of the time it would take for a regular garden hose. Other features include a 23" high-pressure hose, 35' power cord, large detergent tank, pro metal lance, three quick-connect nozzles, quick-connect turbo nozzle and complete storage for all. Item #708276.

Warehouse only.

MOST PRODUCTS AVAILABLE NOW





Tracy Schneider fills February's consumer reporter slot with a behind-the-scenes look at a popular Kirkland Signature product. Send your

questions about this article to: **buyingsmart@costco.com**.

## Kirkland Signature cooking oils

**By Tracy Schneider** 

WHEN THE CEO of Costco's grapeseed oil supplier told me that his mother-in-law had switched to grapeseed oil to fry the eggplant for the family specialty, Moroccan eggplant salad, I was intrigued. I knew nothing about grapeseed oil, and I wanted that recipe. (You'll find it on page 80.)

This supplier (who, for competive reasons, must remain anonymous) has been working with Costco buyer Shauna Lopez and her team to develop two new offerings in Costco warehouses right now: Kirkland Signature™ Grape Seed Oil and Kirkland Signature Mediterranean Blend Oil.

#### **Grapeseed Oil**

It's hard to imagine how many minuscule grape seeds it takes to fill the trucks driving up to the processing plant in Bezier, the only factory of its kind in France, where much of Costco's Kirkland Signature Grape Seed Oil is pressed.

As you might already have guessed, grape seeds are a byproduct of the winemaking industry. Costco's supplier carefully sources his grape seeds from vineyards in France and Argentina. The oil is first extracted from those tiny seeds and then refined. The result is an oil with a light flavor and a very high smoke point—perfect for frying.

"Many Costco shoppers deep-fry their holiday turkeys in our Kirkland Signature Peanut Oil," says Shauna, "and they're familiar with the term 'smoke point,' the temperature at which an oil begins to smoke and then burn. Because of peanut oil's high smoke point, 450 F, it's great for frying."

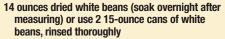
Grapeseed oil's higher smoke point of 485 F makes it even better for frying. And its light, neutral taste allows the delicate flavor of foods such as eggplant to come through.

#### **Mediterranean Blend Oil**

The Costco buying team wanted to offer members a cooking oil that echoed the health benefits found in the Mediterranean diet, which includes numerous servings of fish (rich in omega-3s), generous use of olive oil (monounsaturated fats) and a large variety of fruits and vegetables (antioxidants). Kirkland Signature Mediterranean Blend Oil was the result. It's a health-conscious oil containing canola oil for heart-healthy omega-3, extra virgin olive oil for monounsaturated fats and grapeseed oil for powerful antioxidants.

But the Costco team didn't stop there. The canola oil in this blend was very carefully chosen. You may know that canola oil comes from one of several varieties of the rape plant. For the Mediterranean Blend Oil the team stipulated that it be made from traceable, non-GMO (genetically modified organism) rapeseed and insisted that it was to be expeller pressed—extracted by a chemical-free, mechanical process so no solvents are involved.

### Ribollita <



2 medium onions, chopped (reserve 2 tablespoons for garnish, if desired)

Kirkland Signature™ Toscano Extra Virgin Olive Oil

1 teaspoon tomato purée

2 carrots, chopped

2 celery stalks, chopped

2 medium potatoes, chopped

3 bunches chard, chopped

1 bunch kale, chopped

1/2 Savoy cabbage, chopped

6 slices stale Italian white bread

Salt and pepper to taste

Cook the dried beans in 2 quarts of cold water. Drain beans, reserving the cooking water. Purée half of the cooked beans in a food mill or blender, then add the puréed beans to the water the beans were cooked in. If using canned beans, purée half, then add to 2 quarts water.

Gently brown the chopped onions over medium heat in a little olive oil in a 2-quart pot, about 3 minutes. Add tomato purée, ½ cup water, carrots, celery, potatoes, chard, kale and cabbage, and reduce heat to low. Add salt and pepper, cover and cook for 10 minutes.

Add the puréed beans with their liquid and continue cooking the vegetables, covered, until they soften, about 20 minutes. Add the bread slices and whole beans, and cook 10 minutes more, stirring often.

Remove soup from heat and serve drizzled with extra virgin olive oil and, if desired, chopped onion. **Makes 6 servings.** 

Recipe courtesy of Certified Origins Inc.



Whether for home or restaurant, the lineup

of Kirkland Signature oils offers versatility,

"There's health, versatility and flavor, all in one bottle," says Shauna. "Canola oil on its own is a very versatile oil, good for cooking and baking, but together with grapeseed oil, it's even better for sautéing and stir-frying. And because of the extra virgin olive oil, the flavor is fruitier than canola oil alone, so it tastes great tossed into salads."

#### For fans of olive oil

If you're a fan of fruity olive oil, you will be delighted with the choices offered by Costco's three different, fully traceable Kirkland Signature extra virgin olive oils.

Technically, extra virgin olive oil is the first press of unblemished olives, but it's simpler to remember that extra virgin olive oil is really the flavor-packed "juice of the olive." A completely natural product, it hasn't gone through any heating or chemical extraction process.

Costco's team has worked for more than eight

years to develop Kirkland Signature Extra Virgin Olive Oil from Italy. There is also Kirkland Signature Extra Virgin Organic Olive Oil, which is sourced in Italy, Spain and Portugal. But what is of particular interest is the limited-edition Extra Virgin Olive Oil from Tuscany now on Costco shelves, because it's available for only a short time.

#### **Toscano Extra Virgin Olive Oil**

Tuscany, well known for the beauty of its scenery, is also renowned for the quality of its olives. The countryside is dotted with family-owned olive groves, some going back three generations or more, and the region is designated a protected area by the Italian government. The olive oils produced by local growers are classificed as *indicazione geografica protetta* (protected geographic indication), or IGP, which is stamped right on the label.

Kirkland Signature Toscano Extra Virgin Olive Oil has a rich green color and a spicy scent. "You taste CONTINUED ON PAGE 80





# Commodity

FOR RESTAURANTS AND those in the food-service sector, Costco offers the following selection of oils in 35-pound containers, unless otherwise noted.

#### Kirkland Signature Canola Oil (only available in 5-quart containers)

Low in saturated fats and high in monounsaturated fats, canola oil is also high in omega-3 fatty acids and considered a heart-healthy choice. Light and flavorless, it is used primarily for cooking and baking.

#### Kirkland Signature Liquid Fry/Shortening

Made from soybean oil that has been processed to be a uniform blend so it remains creamy, this shortening is opaque, creamy white and pourable at room temperature.

### Kirkland Signature Pan and Grill Oil

Butter flavored and designed for pan and grill cooking, this soybean shortening is yellow in color, is pourable at room temperature and contains zero grams of trans fat per serving. Great for sautéing, preparing sauces and heated by itself for dipping.

#### Kirkland Signature Peanut Oil

Because of its high smoke point and neutral flavor, peanut oil is a favorite for frying, especially deep-frying. In fact, home cooks who are Costco members find our restaurantsize jugs of oil perfect for making deep-fried holiday turkeys.

#### Kirkland Signature Soybean Oil (also available in 5-quart containers)

Soybean oil is a light, mild-flavored oil and contains no cholesterol. Often used for salad dressings and in stirfries, it is known for its low levels of saturated fats.—TS

#### WHAT'S PRESSING

**CONTINUED FROM PAGE 79** 

first with your nose and then with your mouth," says Shauna. The oil displays a fruity flavor with peppery undertones; it's perfect made into a sauce, mixed in a vinaigrette or used as a finishing oil. You can try it yourself, drizzled over ribollita, a traditional Tuscan soup (see recipe on page 79).

What makes this olive oil superior to others begins with the consistency of its olives. Tuscan olives are picked at their prime between October and December, earlier than olives in other parts of Italy. The process from olive to oil is quick: washing, then pressing, to separate the oil from the pit, then testing, to assure that this oil meets not only the standards that are stipulated for extra virgin olive oil, but also the rigorous standards that make it Toscano.

#### Full authenticity and traceability

There has been some concern of late in the U.S. about misrepresentation in the labeling of extra virgin olive oil. That's because



#### **Tablet or smartphone?**

You can learn more about the production of Toscano Extra Virgin Olive Oil in our digital newsstand and online editions.

extra virgin can't be deduced by flavor alone. Even an industry professional wouldn't be able to identify extra virgin simply by smell or taste. Laboratory testing must also be conducted to be assured that extra virgin olive oil is, in fact, extra virgin.

"To be labeled 'extra virgin,' an olive oil must test at 0.8 percent acidity or less," explains Shauna. "As the acidity decreases, the quality increases." She goes on to explain that all three Kirkland Signature extra-virgin oilsorganic, Italian and Tuscan—are fully traceable back to the farm level and verifiable as "100 percent extra virgin olive oil."

"Additionally, to be labeled 'Toscano," the olives must be grown and pressed in Tuscany, and the oil must test at 0.6 percent acidity or below," she says. "Kirkland Signature™ Toscano is bottled well below the maximum acidity level, and laboratory tests guarantee it."

Outside of authenticity, freshness is the other concern when it comes to olive oil, says Costco manager Tess Wilkins, who oversees the Kirkland Signature olive oil program.

"Olive oil can often sit for months on some stores' shelves," she says. "Because our oils are produced to order and shipped fresh from Italy, and because of our quick turnover, Costco members can be assured that the oil is at its freshest." She adds that moving from a twopack to a single bottle also means the oil won't be languishing on members' shelves either.

Fresh, traceable, authentic. Now that's impressive.

Tracy Schneider lives with her husband and daughter in Washington state.

# Moroccan Eggplant Salad >

2 medium eggplants Salt

- 1 egg white
- 1 cup Kirkland Signature Grapeseed Oil
- 1 red bell pepper
- 1 cup pitted green olives
- 1 garlic clove, smashed
- 1 preserved lemon, rinsed thoroughly, flesh discarded
- 1 teaspoon cumin
- 1 teaspoon paprika

#### Pinch of red pepper flakes

#### Fresh parsley, chopped (optional)

Rinse the eggplants and pat dry. Cut them in half lengthwise, then cut the halves into 1-inch-thick (the width of two fingers) slices. Rinse again in a colander and sprinkle with 2 to 3 pinches of salt. Mix the slices in a bowl with the egg white.

Heat grapeseed oil in a frying pan. Sauté the eggplant slices until they have absorbed the oil and are browned on both sides. Remove and place on paper towels.

Using metal tongs, roast the red pepper directly over a flame on all sides, or singe in the broiler, turning often to blacken. Cool pepper; peel and discard the skin. Cut the pepper



into small squares. Place the red pepper in a bowl.

Cut the pitted green olives into small strips and add to the red pepper. Mix in the smashed garlic. Cut the preserved lemon into small squares and mix with the olives and red pepper. Add the cumin, paprika and red pepper flakes.

Combine the eggplant and red pepper mixture, and mix well. Serve at room temperature, garnished with fresh parsley. Makes 6 to 8 servings.

Recipe courtesy of Overseas Food Trading





with Kirkland Signature CoQ10, Fish Oil & Vitamin E



USP has tested and verified ingredients, potency, and manufacturing process. USP sets official standards for dietary supplements.

See www.uspverified.org

**Kirkland Signature** supplements can be important in today's fast-paced world. We all know a balanced diet and regular exercise are essential components of overall good health. But it's not always easy to eat right every day. **HIGH-QUALITY KIRKLAND SIGNATURE VITAMINS ARE MADE WITH KEY NUTRIENTS TO SUPPORT THE BODY'S OVERALL GOOD HEALTH.** 

†These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Exclusively from Costco Wholesale WAREHOUSE/COSTCO.COM | AVAILABLE NOW Item numbers vary.











#### ALASKA

Juneau

Feb 8-17 Jennifer Adams bedding

#### **IDAHO**

Feb 8-17 Professional cookware Feb 15-24 Spring Air mattresses

Coeur d'Alene

Feb 1-14 Naturally Knotty scarves Feb 22-Mar 3 Professional cookware

Nampa

Feb 8-17 Sheds

**Pocatello** 

Feb 8-17 Hydration packs

**Twin Falls** 

Feb 8-17 Sheds

#### **MONTANA**

Billings

Feb 1-14 Naturally Knotty scarves

Bozeman

Feb 22-Mar 3 Naturally Knotty scarves

Helena

Feb 1-14 Naturally Knotty scarves

Kalispell

Feb 15-24 Jennifer Adams bedding

Missoula

Feb 1–10 Spring Air mattresses Feb 8-17 Jennifer Adams bedding

#### OREGON

Albany

Feb 1–10 Sebamed skin care Feb 15–24 Professional cookware Feb 15-24 SmartSilk silk bedding

Aloha

Feb 8-17 Gunter Wilhelm cutlery Feb 15-24 Gift baskets, jewelry and handbags

Bend

Feb 8-17 SmartSilk silk bedding

Clackamas

Feb 6-10 Yamaha pianos Feb 15-24 Rustic Steel décor

Eugene

Feb 1–14 Naturally Knotty scarves Feb 15–24 Jennifer Adams bedding Hillsboro

Feb 8-17 Professional cookware Feb 15–24 Portable solar power Medford

Feb 15–24 Jennifer Adams bedding Feb 22–Mar 3 Naturally Knotty scarves

**Portland** 

Feb 15–24 Sebamed skin care

Salem

Feb 22-Mar 3 SmartSilk silk bedding

Feb 1-14 Naturally Knotty scarves

Wilsonville

Feb 1-14 Naturally Knotty scarves Feb 22-Mar 3 Gunter Wilhelm

#### UTAH

Lehi

Feb 1-10 Clearwater spas Feb 8-17 Hydration packs

Murray

Feb 1–14 Naturally Knotty scarves

Ogden

Feb 8–17 Camping gear

Orem

Feb 15–24 Jennifer Adams bedding Feb 22-Mar 3 SmartSilk silk bedding

Salt Lake City

Feb 8-17 SmartSilk silk bedding Feb 22–Mar 3 Jennifer Adams bedding

**Sandy**Feb 22–Mar 3 Portable solar power Spanish Fork

Feb 7-16 Religious themed art by Greg Olsen

West Bountiful Feb 8-17 Traeger pellet grills West Valley

Feb 15-24 Bamboo bedding and

#### WASHINGTON

**Aurora Village** 

Feb 1-14 Naturally Knotty scarves Clarkston

Feb 22-Mar 3 Naturally Knotty scarves

Covington

Feb 1–10 Sebamed skin care

Dates and events are subject to change. Special Events for other regions may be found on Costco.com: type "special events" into the search box.

**East Wenatchee** Feb 1–10 Professional cookware **Federal Way** 

Feb 15-24 Gunter Wilhelm cutlery Issaquah

Feb 1-10 SmartSilk silk bedding Kennewick

Feb 1-14 Naturally Knotty scarves Feb 22-Mar 3 Professional cookware

Kirkland

Feb 15–24 Sebamed skin care

Lacev

Feb 1-10 Spring Air mattresses

**Lynnwood Business Center** Feb 18-March 16 Business Expo (open to all members)

Marysville
Feb 15–24 Portable solar power Seattle

Feb 22-Mar 3 Jennifer Adams bedding Feb 22–Mar 3 Professional cookware

Seguim

Feb 15–24 Spring Air mattresses Silverdale

Feb 1-10 Gunter Wilhelm cutlery N Spokane

Feb 1-10 Professional cookware Tacoma

Feb 1-10 SmartSilk silk bedding Tukwila

Feb 15-24 Professional cookware Tumwater

Feb 15–24 Portable solar power E Vancouver

Feb 8–17 Professional cookware

#### warehouse hours

Monday-Friday 10am-8:30pm Saturday 9:30am-6pm Sunday 10am-6pm

Costco.com open 24 hours a day, 7 days a week

> **Additional Services** Costco Auto Program 1-800-800-9288; www.costcoauto.com

Fife and Lynnwood, WA **Business Centers, Print & Copy** Centers. Delivery to businesses, more business products. Open to all Costco members.

1-800-788-9968

specialty services at your local warehouse	hoto	gram	Delivery		Costco.com Kiosk	uo	Vids	Ink Cartridge Refill		opy Ctr.	eli
or business center	1-Hour Photo	Auto Program	Business Deliver	Car Wash	ostco.co	Gas Station	Hearing Aids	ık Cartri	Optical	Print & Copy	Service Deli
ALASKA Anchorage	• ÷	₹	•	Ö	Ö	•	Ĭ.	=	•	☲	• Sc
Anchorage II	•	•	•			•	•	•	•		•
Juneau											
IDAHO											
Boise	•	•			•	•	•	•	•		•
Coeur d'Alene Nampa	•	•				•	•	•	•		•
Pocatello	•	•			•	•	•	•	•		•
Twin Falls	•	•				•	•	•	•		•
MONTANA											
Billings	•	•				•	•	•	•		•
Bozeman	•	•				•	•	•	•		•
Helena Kalispell	•	•			•	•	•	•	•		•
Missoula	•	•				•	•	•	•		•
OREGON											
Albany	•	•	•			•	•	•	•		•
Aloha	•	•				•	•	•	•		•
Bend	•	•					•	•	•		•
Clackamas	•	•	_			•	•	•	•		•
Eugene Hillsboro	•	•	•		•	•	•	•	•		•
Medford	•	•				•	•	•	•		•
Portland	•	•			•	•	•	•	•		•
Roseburg		•				•	•		•		•
Salem	•	•				•	•	•	•		•
Tigard	•	•				_	•	•	•		•
Warrenton Wilsonville	•	•			•	•	•	•	•		•
UTAH	Ť	Ť			Ť	Ť	Ť	Ť	Ť		Ť
Lehi						•			•		•
Murray	•	•				•	•	•	•		•
Ogden	•	•				•	•	•	•		•
Orem	•	•				•	•	•	•		•
St. George	•	•				•	•	•	•		•
Salt Lake City Sandy	•	•				÷	•	•	•		•
Spanish Fork	•	•				•	•	•	•		•
West Bountiful	•	•			•	•	•	•	•		•
West Valley	•	•				•	•	•	•		•
WASHINGTON											
Aurora Village	•	•	•		•	•	•	•	•		•
Bellingham Burlington	•	•	•			÷	•	•	•		•
Clarkston	•	•	Ť			•	•	•	•		•
Covington	•	•	•			•	•	•	•		•
East Wenatchee	•	•				•	•	•	•		•
Everett	•	•	•			•	•	•	•		•
Federal Way	•	•	•			•	•	•	•		•
Fife Business Center		•	•			•	•	•	_	•	
Gig Harbor Issaquah	•	•	•		•	•	•	•	•		•
Kennewick	•	•			-	•	•	•	•		•
Kirkland	•	•	•		•	•	•	•	•		•
Lacey	•	•	•			•	•	•	•		•
Lynnwood Business Ctr.		•	•			•				•	
Marysville	•	•	•		•	•	•	•	•		•
Puyallup Seattle	•	•	•	•		•	•	•	•	•	•
Sequim	•	•	Ť	Ť		•	•	•	•	Ť	•
Silverdale	•	•	•			•	•	•	•		•
Spokane	•	•				•	•	•	•		•
N Spokane	•	•				•	•	•	•		•
Tacoma	•	•	•			•	•	•	•		•
Tukwila	•	•	•			•	•	•	•	•	•
Tumwater Union Gap	•	•	•			•	•	•	•		•
Vancouver	•	•				•	•	•	•		•
E Vancouver	•	•				•	•	•	•		•
Woodinville	•	•	•		•	•	•	•	•		•
Services at all locat	tio	ns	(E)	ксе	pt I	Fife	e aı	nd			

#### Lynnwood Business Centers)

ATM, Bakery, Deli/Produce, Executive Membership, Food Court or Hot Dog Cart, Fresh Meat, Pharmacy, Special Order Kiosk and Tire Service Center

Costco Travel.\* 1-877-849-2730

Costco Services. A suite of discount business and consumer services.\* 1-800–220-6000

\*Also available at Costco.com

# COSTCO SERVICES

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.



WHEN WINTER WEATHER hits, most drivers understand the importance of taking precautions, such as keeping lights on, braking early and avoiding sudden movements.

These additional suggestions, from www. weather.com, are also good to keep in mind.

- \* Use low gears to keep traction, especially on hills.
- \* Be especially careful on bridges, overpasses and infrequently traveled roads.
- \* Decrease your speed and allow at least three times more space than usual between you and the car in front of you.

Knowing the type of brakes you have is also important. For vehicles with standard brakes, pump the brakes gently to maintain steering control. If you have an anti-lock braking system (ABS), do not pump your brakes. The ABS allows the driver to maintain steering control when steady pressure is applied to the brakes. Pumping only delays the stopping time.

Regardless of the season, it's a good idea to keep emergency supplies in your car.

They should include a properly inflated spare tire, a tool kit that has a flashlight and jumper cables, and food and water. In areas that reach freezing temperatures, include a shovel, cat litter or salt, and an ice scraper with a snowbrush to clear snow, as well as extra clothing to keep you dry and warm.

Another key factor for safe driving is making sure your vehicle is in good running condition. Costco helps members save money with their vehicle service work by offering 15 percent off parts, service and accessories at service centers participating in the Costco Auto Program.\* For more information, visit Costco.com and search "cap22" or call 1-800-458-1692.

\*The 15-percent-off discount applies only to work done at participating service centers and dealerships. It cannot be used toward the purchase of air bags, oil changes or tires, or be combined with any other dealer promotions or offers. Not applicable to prior services, or to any parts or work covered by a vehicle's warranty or insurance policy. The discount is available only for existing vehicles; it is not applicable at the time of vehicle purchase. Not all Costco Auto Program dealerships currently participate in this parts, service and accessories benefit. Maximum savings per coupon: \$500.

#### **SAFETY SMART**

#### Helpful advice: How to pick the right car seat

KEEPING YOUNG CHILDREN safe is a top priority for parents and caregivers. From the moment parents take their infant home from the hospital, one of the most important things they can do is buy the right car seat and make sure it's properly installed.

Lisa Castaneda, Costco services manager, cautions that because car seats come in all shapes and sizes for children of varying ages, it's important to check the specifics to make sure you have the appropriate seat for the weight and age of your child. Keeping a child in a car seat or booster until he or she reaches the height and weight maximums is the best way to ensure a child's safety.

The National Highway Traffic Safety Administration (NHTSA) says the best step is to keep children in the back seat until they are 12. NHTSA's website, www.nhtsa.gov/safety/ cps, also lists car seat inspection stations across the nation that parents and caregivers can visit to make sure a seat is installed properly.



IMAGE SOURCE

NHTSA also urges parents to register car seats, because it's the best way to find out about recalls.

"Helping to keep our members safe and protected is important to us," says Lisa. "One of the ways we can do that is by offering Ameriprise Auto & Home Insurance."

To get a guote today to see how much you could save, call 1-888-404-5365 or go to Costco.com and enter "protect" in the search box.

Don't forget to use your Reward on your next trip to Costco.

> For a list of all of Costco's services, visit www.mycostcoservices.com.

#### **NEW FEATURE**

#### Go Daddy on the go

THESE DAYS IT'S not enough to have a website: It's important to have a website that looks good when viewed on tablets and smartphones as well as computer screens.

A recent study conducted by comScore, a company that measures digital business analytics, found that four out of five smartphone users-nearly 86 million people—use their mobile



accessibility has become increasingly important, Go Daddy has introduced a mobile component to

its Website Builder. The feature automatically converts a website to a mobile version. Any change made to a website's content will automatically be reflected on the mobile version, so no matter where or how customers view a site, the content is always current. And with features such as click-to-call. maps and directions, a mobile site makes it easy for customers to find you. Go Daddy's Website Builder is part of any Costco bundle, at a 20 percent member discount.

For more information, visit Costco.com. and search "Godaddy mobile," or call 1-877-818-3680.

All services are provided by third parties, may not be available in all areas and are subject to change without notice. Some restrictions apply. See "Services" at Costco.com for applicable terms and conditions.



AS A 35-YEAR-OLD advertising executive working in Manhattan, Laura Schroff became accustomed to the homeless people who populated the city landscape. But one Monday morning, an 11-year-old panhandler named Maurice tugged at her heart with the words "I'm hungry."

"He just looked like a really good kid to me who was stuck in a really bad world," says Schroff, a Costco member.

So she offered to take him for a meal. The two enjoyed cheeseburgers and shakes that day and continued to share a meal every Monday for the next four years. When Maurice revealed that there was no food in his druginfested home, Schroff began packing him a sack lunch each morning. She left the lunch with her doorman, and Maurice picked it up on his way to school.

Twenty-seven years after their initial meeting, Schroff and Maurice continue to maintain a close friendship. Schroff, whose mother died

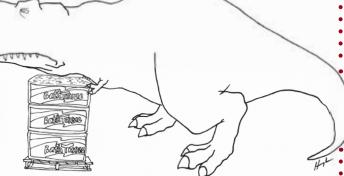
when she was 25, says, "I believe my mother put Maurice in my life because he really needed me, but I also really needed him. He became the son I never had."

Schroff documents her life-changing journey with Maurice in *An Invisible Thread*(Howard Books, 2011). Named for an ancient Chinese proverb describing the concept of destiny that forges powerful connections between strangers, the *New York Times* best-selling book has given Schroff a larger platform for fighting childhood hunger, with a portion of the book's sales benefitting the No Kid

Hungry campaign (www.nokidhungry.org). She hopes that her story will inspire others to show compassion through small acts of kindness and encourages readers to share their invisible-thread stories at www.aninvisible thread.com.—Jennifer Babisak

# Trying times for T-rex

THE TYRANNOSAURUS
rex, better known as the T-rex,
may have a name that means
"tyrant lizard," but have you ever
imagined one trying to eat corn on
the cob or zip up a sleeping bag
using those short forearms? That is
exactly what Costco member Hugh
Murphy and his brothers did. The
joke evolved into the popular
Tumblr blog T-Rex Trying (http://
trextrying.tumblr.com). As in this



T-rex trying to pick up his monthly supply of bath tissue at Costco...

Connection exclusive, Murphy's cartoons show the giant carnivore trying to tackle everyday activities such as holding hands or flipping a pancake. Murphy's book of illustrations, *T-Rex Trying* (Penguin, 2013), is also out this month.—*Stephanie E. Ponder* 

WE WANT TO HEAR FROM YOU! If you have a note, photo or story to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to The Member Connection, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

# Menu for a marriage

KIRKLAND SIGNATURE™
Kettle Chips and strawberries
wouldn't seem to be a recipe
for romance, but for Houstonarea Costco members Ken
Lucas and Cher Rudolphi it
was a winning combination.

The two busy professionals had crossed paths casually at the large church they attended. But it wasn't until the fateful Sunday when Ken went to Costco to buy Kettle Chips and Cher was on the hunt for strawberries that their paths crossed again.



Now Mr. and Mrs., Cher and Ken Lucas pose in front of the Houston Galleria Costco where their stars crossed.

Recognizing each other, the two were casually chatting, and as they tell it, a strange woman walked up to them, and started talking, complimenting Cher on her beauty and dress and then complimenting Ken on his deep blue eyes, and then she briskly disappeared in the crowd. "Who was that?," they both asked, and neither knew.

"Today," they continue,
"we both believe that she
was an angel, and as of that
time the sparks of interest in
one another took hold and we
began a lasting relationship."

Ken and Cher were married in May 2012 and returned to Costco to pick up Kettle Chips and strawberries and pose for a photo in their wedding finery.

—Anita Thompson



# Digital editions mean more content

For those reading the digital editions of *The Connection*, select print articles and ads are enhanced by the addition of video clips or other digital content.

Editorial articles in the print edition tagged with the indicator shown at right above indicate that a video or other enhancement is available in the digital editions.

Ads with added material, such as demonstrations or testimonials, display a universal "play" button like the one above left, along with directions to look for a video clip in the digital editions.

#### Finding the digital editions of The Connection

The *Online Edition* is a Web browser digital edition and can be accessed by all computers with an Internet connection at *www. costcoconnection.com* or through links on Costco.com.

The Newsstand Edition is a mobile app edition of The Connection for Apple and Android smartphones and tablets. It can be downloaded from the iTunes or Google Play app stores. (Apple users can sign up for 12 issues of the Newsstand Edition and will be notified when each new issue becomes available.)

